

MSS 140 AF Box 11 Folder 3

STATION AUDIENCES

OCTOBER 1940—APRIL 1941

THE COOPERATIVE ANALYSIS OF BROADCASTING

380 WEST 42nd STREET, NEW YORK, N. Y.

METHOD

The basic information for this report was obtained in the course of the regular C.A.B. investigations during the period October 1940 through April 1941. That method is as follows:

1. The investigation is carried on in 33 cities reached regularly by programs from the networks of the major broadcasting systems.
2. The information is obtained by telephone from radio set owners by asking if their sets were in use and if so at what time, to what stations and to what programs the set owner listened.
3. Interviews are made eight periods per day. Each of the following interviewing periods covers two hours of broadcasting time: 9:05 A.M. and 11:05 A.M., 1:05 P.M., 3:05 P.M., 5:05 P.M., 7:05 P.M., and 9:05 P.M.
4. When an informant gives any description of a program which makes identification possible, the program is entered on C.A.B. records as having been heard.
5. All ratings must be considered subject to normal statistical fluctuation.

SCOPE

This report is based on over 405,000 completed interviews with radio set owners made during the months October 1940 through April 1941. These calls were distributed as follows:

Atlanta, Ga..... 8,100	Minneapolis, Minn..... 8,100
Baltimore, Md..... 16,005	New Orleans, La..... 8,115
Boston, Mass..... 16,365	New York, N. Y..... 32,715
Buffalo, N. Y..... 15,210	Oklahoma City, Okla..... 8,100
Chicago, Ill..... 32,460	Omaha, Neb..... 8,100
Cincinnati, O..... 8,100	Philadelphia, Pa..... 23,700
Cleveland, O..... 15,120	Pittsburgh, Pa..... 16,155
Dallas, Texas..... 7,230	Portland, Ore..... 4,112
Des Moines, Iowa..... 16,260	Providence, R. I..... 8,100
Detroit, Mich..... 16,365	Rochester, N. Y..... 8,100
Hartford, Conn..... 8,100	St. Louis, Mo..... 15,480
Houston, Texas..... 8,100	St. Paul, Minn..... 8,160
Kansas City Mo..... 16,100	San Francisco, Cal..... 16,305
Los Angeles, Cal..... 16,305	Seattle, Wash..... 4,136
Louisville, Ky..... 8,130	Spokane, Wash..... 4,056
Memphis, Tenn..... 8,100	Syracuse, N. Y..... 8,100
Washington, D. C..... 8,175	

HOW TO READ THE TABLES

In X city all the radio owners interviewed for the period 7 to 9 A.M. reported hearing 3000 programs over all stations: Of these:

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

thus the number of programs heard over each station per hundred programs heard is:

	Station A	Station B	Station C	Others
	%	%	%	%
7 - 9 A.M.	40	30	25	5

BALTIMORE, MARYLAND

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>WBAL</u>	<u>WCAO</u>	<u>WCBM</u>	<u>WFBR</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	16	26	13	42	3
9 - 11 A.M.	21	20	34	23	2
11 - 1 P.M.	13	47	9	28	3
1 - 3 P.M.	20	50	11	14	5
3 - 5 P.M.	26	19	11	41	3
5 - 7 P.M.	24	51	5	18	2
7 - 9 P.M.	16	43	3	36	2
9 - 12 M.	16	37	5	40	2

BOSTON, MASSACHUSETTS

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>WAAB</u>	<u>WBZ</u>	<u>WEEI</u>	<u>WHDH</u>	<u>WNAC</u>	<u>WORL</u>	<u>Others</u>
	%	%	%	%	%	%	%
7 - 9 A.M.	5	10	51	3	27	1	3
9 - 11 A.M.	3	19	32	4	34	5	3
11 - 1 P.M.	4	10	43	5	33	2	3
1 - 3 P.M.	7	10	44	6	23	6	4
3 - 5 P.M.	5	11	13	4	58	6	3
5 - 7 P.M.	7	26	32	5	28	1	1
7 - 9 P.M.	7	20	40	*	32	*	1
9 - 12 M.	8	18	35	*	38	*	1

* Does not operate full time. See Station schedule.

BUFFALO, NEW YORK

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>WBEN</u>	<u>WBNY</u>	<u>WEBR</u>	<u>WGR</u>	<u>WKBW</u>	<u>Others</u>
	%	%	%	%	%	%
7 - 9 A.M.	46	2	11	23	18	-
9 - 11 A.M.	54	2	18	20	6	-
11 - 1 P.M.	46	6	14	13	21	-
1 - 3 P.M.	43	3	14	30	10	-
3 - 5 P.M.	57	6	22	3	10	2
5 - 7 P.M.	54	1	13	6	26	-
7 - 9 P.M.	57	1	10	29	3	-
9 - 12 M.	66	2	10	20	2	-

CHICAGO, ILLINOIS

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>WBBM</u>	<u>WCFL</u>	<u>WENR-LS</u>	<u>WGN</u>	<u>WJJD</u>	<u>WMAQ</u>	<u>Others</u>
	%	%	%	%	%	%	%
7 - 9 A.M.	19	3	28	26	1	20	3
9 - 11 A.M.	29	3	13	19	1	29	6
11 - 1 P.M.	49	2	7	15	7	12	8
1 - 3 P.M.	21	4	10	14	2	43	6
3 - 5 P.M.	17	6	10	17	3	41	6
5 - 7 P.M.	28	3	18	20	1	28	2
7 - 9 P.M.	31	2	17	14	1	35	-
9 - 12 M.	21	5	15	20	*	38	1

* Off at 10 P.M.

CINCINNATI, OHIO

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>WCKY</u>	<u>WCPO</u>	<u>WKRC</u>	<u>WLW</u>	<u>WSAI</u>	<u>Others</u>
	%	%	%	%	%	%
7 - 9 A.M.	13	15	21	41	10	-
9 - 11 A.M.	14	15	10	52	8	1
11 - 1 P.M.	12	20	9	54	5	-
1 - 3 P.M.	7	13	18	50	11	1
3 - 5 P.M.	6	9	17	54	13	1
5 - 7 P.M.	9	17	16	42	15	1
7 - 9 P.M.	26	7	9	44	14	-
9 - 12 M.	18	8	6	59	9	-

CLEVELAND, OHIO

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>WCLE</u>	<u>WGAR</u>	<u>WHK</u>	<u>WTAM</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	10	21	15	51	3
9 - 11 A.M.	20	28	19	32	1
11 - 1 P.M.	20	32	11	35	2
1 - 3 P.M.	22	31	8	37	2
3 - 5 P.M.	23	11	12	52	2
5 - 7 P.M.	3*	29	15	52	1
7 - 9 P.M.	*	37	17	46	-
9 - 12 M.	*	29	25	45	1

* Does not operate full time. See station schedule.

DALLAS, TEXAS

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>KGKO</u>	<u>KRLD</u>	<u>WFAA-BAP</u>	<u>WRR</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	5	20	61	14	-
9 - 11 A.M.	9	38	42	11	-
11 - 1 P.M.	15	39	35	10	1
1 - 3 P.M.	6	12	75	6	1
3 - 5 P.M.	8	18	65	9	-
5 - 7 P.M.	9	48	37	6	-
7 - 9 P.M.	10	41	47	2	-
9 - 12 M.	8	29	56	7	-

DES MOINES, IOWA

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>KRNT</u>	<u>KSO</u>	<u>WHO</u>	<u>Others</u>
	%	%	%	%
7 - 9 A.M.	21	29	48	2
9 - 11 A.M.	31	17	50	2
11 - 1 P.M.	34	26	39	1
1 - 3 P.M.	18	18	62	2
3 - 5 P.M.	19	26	54	1
5 - 7 P.M.	28	25	47	-
7 - 9 P.M.	33	22	44	1
9 - 12 M	28	15	57	-

DETROIT, MICHIGAN

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>CKLW</u>	<u>WJR</u>	<u>WWJ</u>	<u>WXYZ</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	14	44	30	8	4
9 - 11 A.M.	7	50	23	17	3
11 - 1 P.M.	6	41	41	8	4
1 - 3 P.M.	12	44	37	3	4
3 - 5 P.M.	17	16	53	9	5
5 - 7 P.M.	15	24	49	9	3
7 - 9 P.M.	3	40	40	16	1
9 - 12 M.	11	31	45	11	2

HARTFORD, CONNECTICUT

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>WDRG</u>	<u>WNBC</u>	<u>WTHT</u>	<u>WTIC</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	15	4	7	69	5
9 - 11 A.M.	13	8	13	64	2
11 - 1 P.M.	32	10	9	47	2
1 - 3 P.M.	42	4	20	28	6
3 - 5 P.M.	13	5	17	63	2
5 - 7 P.M.	29	2	10	56	3
7 - 9 P.M.	37	5	8	44	6
9 - 12 M.	29	11	12	43	5

HOUSTON, TEXAS

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>KPRC</u>	<u>KTRH</u>	<u>KXYZ</u>	<u>Others</u>
	%	%	%	%
7 - 9 A.M.	16	57	27	-
9 - 11 A.M.	44	48	8	-
11 - 1 P.M.	47	26	27	-
1 - 3 P.M.	50	23	27	-
3 - 5 P.M.	57	31	12	-
5 - 7 P.M.	28	52	19	1
7 - 9 P.M.	43	44	13	-
9 - 12 M.	49	31	19	1

LOS ANGELES, CALIFORNIA

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>KECA</u>	<u>KFI</u>	<u>KFWB</u>	<u>KHJ</u>	<u>KNX</u>	<u>Others</u>
	%	%	%	%	%	%
7 - 9 A.M.	6	34	4	14	35	7
9 - 11 A.M.	2	22	2	8	57	9
11 - 1 P.M.	5	40	6	11	30	8
1 - 3 P.M.	5	27	4	7	45	12
3 - 5 P.M.	9	32	3	6	38	12
5 - 7 P.M.	4	34	3	20	32	7
7 - 9 P.M.	8	46	2	14	27	3
9 - 12 M	5	46	2	11	32	4

LOUISVILLE, KENTUCKY

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>WAVE</u>	<u>WGRC</u>	<u>WHAS</u>	<u>WINN</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	18	8	64	10	-
9 - 11 A.M.	15	8	71	5	1
11 - 1 P.M.	24	10	55	10	1
1 - 3 P.M.	32	7	49	8	4
3 - 5 P.M.	30	8	55	6	1
5 - 7 P.M.	20	15	61	4	-
7 - 9 P.M.	38	8	51	3	-
9 - 12 M	41	10	42	6	1

MEMPHIS, TENNESSEE

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>WHBQ</u>		<u>WMC</u>		<u>WMPS</u>		<u>WREC</u>			
	%		%		%		%			
7 - 9 A.M.	10	9.3	9.1	48	48.7	50.6	20	20.7	22	22.5
			7.4		48.3			21.3		21.6
9 - 11 A.M.	4	4.0	9.2	42	42.7	34.6	29	27.0	25	14.3
			3.3		43.7			25.1		26.3
11 - 1 P.M.	10	9.7	9.6	23	24.5	19.4	37	37.0	30	33.9
			9.7		26.4			36.9		28.8
1 - 3 P.M.	6	5.9	9.1	43	43.0	42.5	31	31.5	20	22.7
			5.1		43.2			25.7		19.6
3 - 5 P.M.	10	9.8	12.3	37	38.2	30.9	29	29.3	24	27.4
			9.0		40.5			29.3		22.7
5 - 7 P.M.	5	4.0	5.6	36	35.8	38.5	26	27.7	33	35.0
			3.5		34.8			20.9		32.6
7 - 9 P.M.	5		5.4	38		37.2	27	25.2	30	31.7
			4.5		36.9			28.3		30.1
9 - 12 M.	5		3.4	33		36.3	31	23.4	31	30.3
			5.7		30.8			33.1		30.4

- weighted
 - Sat & Sun only
 - Weekdays only

† MINNEAPOLIS, MINNESOTA

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>KSTP</u>	<u>WCCO</u>	<u>WDGY</u>	<u>WMIN</u>	<u>WTCN</u>	<u>Others</u>
	%	%	%	%	%	%
7 - 9 A.M.	16	67	2	2	10	3
9 - 11 A.M.	24	48	5	7	5	11
11 - 1 P.M.	12	56	2	8	14	8
1 - 3 P.M.	46	23	9	8	8	
3 - 5 P.M.	29	35	8	3	18	7
5 - 7 P.M.	37	44	2*	2	12	3
7 - 9 P.M.	40	38	*	1	16	5
9 - 12 M.	35	46	*	1	14	4

* Does not operate full time. See station schedule.

† See page 33, for St. Paul data.

NEW ORLEANS, LOUISIANA

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>WDSU</u>	<u>WNOE</u>	<u>WSMB</u>	<u>WWL</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	16	3	22	58	1
9 - 11 A.M.	11	3	17	69	-
11 - 1 P.M.	17	6	15	57	5
1 - 3 P.M.	36	5	20	35	4
3 - 5 P.M.	17	7	37	35	4
5 - 7 P.M.	17	7	31	43	2
7 - 9 P.M.	16	4	41	38	1
9 - 12 M.	16	7	35	40	2

NEW YORK, NEW YORK

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>WABC</u>	<u>WEAF</u>	<u>WJZ</u>	<u>WNEW</u>	<u>WOR</u>	<u>Others</u>
	%	%	%	%	%	%
7 - 9 A.M.	15	8	7	2	52	16
9 - 11 A.M.	36	22	13	6	12	11
11 - 1 P.M.	33	22	5	4	22	14
1 - 3 P.M.	45	11	8	3	13	20
3 - 5 P.M.	19	34	16	2	14	15
5 - 7 P.M.	30	13	17	5	24	11
7 - 9 P.M.	31	31	14	2	15	7
9 - 12 M.	22	31	13	3	27	4

OKLAHOMA CITY, OKLAHOMA

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>KOCY</u>	<u>KOMA</u>	<u>KTOK</u>	<u>WKY</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	8	17	10	64	1
9 - 11 A.M.	13	20	7	60	-
11 - 1 P.M.	10	29	8	53	-
1 - 3 P.M.	11	15	10	63	1
3 - 5 P.M.	10	13	5	72	-
5 - 7 P.M.	7	31	14	48	-
7 - 9 P.M.	3	36	11	50	-
9 - 12 M.	3	24	8	65	-

OMAHA, NEBRASKA

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>KOIL</u>	<u>KOWH</u>	<u>WOW</u>	<u>Others</u>
	%	%	%	%
7 - 9 A.M.	20	23	51	6
9 - 11 A.M.	16	14	64	6
11 - 1 P.M.	25	7	65	3
1 - 3 P.M.	12	9	72	7
3 - 5 P.M.	16	21	57	6
5 - 7 P.M.	27	3*	65	5
7 - 9 P.M.	36	*	61	3
9 - 12 M.	24	*	73	3

* Does not operate full time. See station schedule.

PHILADELPHIA, PENNSYLVANIA

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>KYW</u>	<u>WCAU</u>	<u>WFIL</u>	<u>WIBG</u>	<u>WIP</u>	<u>WJZ</u>	<u>WOR</u>	<u>Others</u>
	%	%	%	%	%	%	%	%
9 A.M.	21	24	13	2	10	10	11	9
9 - 11 A.M.	16	20	12	6	33	5	1	7
11 - 1 P.M.	24	35	11	2	11	6	4	7
1 - 3 P.M.	18	41	12	3	11	4	3	8
3 - 5 P.M.	35	17	18	3	12	6	3	6
5 - 7 P.M.	18	30	13	4	12	13	6	4
7 - 9 P.M.	33	35	13	*	7	6	4	2
9 - 12 M.	35	29	10	*	8	7	7	4

* Does not operate full time. See station schedule.

PITTSBURGH, PENNSYLVANIA

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>KDKA</u>	<u>KQV</u>	<u>WCAE</u>	<u>WJAS</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	<u>41</u>	<u>8</u>	39	<u>6</u>	6
9 - 11 A.M.	23	12	40	22	3
11 - 1 P.M.	11	13	33	38	5
1 - 3 P.M.	11	15	35	34	5
3 - 5 P.M.	15	6	61	16	2
5 - 7 P.M.	30	6	25	36	3
7 - 9 P.M.	<u>22</u>	2	42	33	1
9 - 12 M.	25	2	45	26	<u>2</u>

PORTLAND, OREGON

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>KALE</u>	<u>KEX</u>	<u>KGW</u>	<u>KOIN</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	9	7	46	38	-
9 - 11 A.M.	10	15	17	57	1
11 - 1 P.M.	10	9	42	38	1
1 - 3 P.M.	12	13	34	40	1
3 - 5 P.M.	5	12	32	49	2
5 - 7 P.M.	14	10	37	38	1
7 - 9 P.M.	10	20	32	36	2
9 - 12 M.	10	15	41	31	3

PROVIDENCE, RHODE ISLAND

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>WEAN</u>	<u>WJAR</u>	<u>WPRO</u>	<u>Others</u>
	%	%	%	%
7 - 9 A.M.	27	26	45	2
9 - 11 A.M.	19	35	43	3
11 - 1 P.M.	9	30	60	1
1 - 3 P.M.	10	38	52	-
3 - 5 P.M.	30	57	10	3
5 - 7 P.M.	39	25	36	-
7 - 9 P.M.	20	38	41	1
9 - 12 M	21	40	37	2

ROCHESTER, NEW YORK

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>CBL</u>	<u>WBEN</u>	<u>WHAM</u>	<u>WHEC</u>	<u>WSAY</u>	<u>Others</u>
	%	%	%	%	%	%
7 - 9 A.M.	5	9	35	23	25	3
9 - 11 A.M.	6	8	35	27	22	2
11 - 1 P.M.	3	7	22	43	23	2
1 - 3 P.M.	3	6	28	48	14	1
3 - 5 P.M.	3	12	36	31	15	3
5 - 7 P.M.	4	6	35	35	17	3
7 - 9 P.M.	1	9	37	39	12	2
9 - 12 M.	4	7	40	35	12	2

ST. LOUIS, MISSOURI

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>KMOX</u>	<u>KSD</u>	<u>KWK</u>	<u>KXOK</u>	<u>WIL</u>	<u>Others</u>
	%	%	%	%	%	%
7 - 9 A.M.	68	13	7	2	7	3
9 - 11 A.M.	56	26	4	2	7	5
11 - 1 P.M.	55	23	8	3	6	5
1 - 3 P.M.	40	35	10	7	4	4
3 - 5 P.M.	44	31	8	5	7	5
5 - 7 P.M.	44	32	16	5	3	-
7 - 9 P.M.	41	39	10	8	2	-
9 - 12 M.	39	44	7	5	5	-

† ST. PAUL, MINNESOTA

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>KSTP</u>	<u>WCCO</u>	<u>WDGY</u>	<u>WMIN</u>	<u>WTCN</u>	<u>Others</u>
	%	%	%	%	%	%
7 - 9 A.M.	26	46	2	8	16	2
9 - 11 A.M.	35	42	2	12	9	-
11 - 1 P.M.	16	48	3	16	13	4
1 - 3 P.M.	56	12	10	10	12	-
3 - 5 P.M.	39	23	5	7	23	3
5 - 7 P.M.	38	35	1*	6	19	1
7 - 9 P.M.	43	35	*	3	17	2
9 - 12 M.	41	30	*	5	20	4

* Does not operate full time. See station schedule.

† See Page 22, for Minneapolis Data.

SAN FRANCISCO, CALIFORNIA

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>KFRC</u>	<u>KGO</u>	<u>KPO</u>	<u>KSFO</u>	<u>KYA</u>	<u>Others</u>
	%	%	%	%	%	%
7 - 9 A.M.	18	7	23	39	6	7
9 - 11 A.M.	9	3	22	50	5	11
11 - 1 P.M.	8	6	43	20	3	20
1 - 3 P.M.	4	5	34	41	4	12
3 - 5 P.M.	9	8	26	36	1	20
5 - 7 P.M.	17	6	43	24	2	8
7 - 9 P.M.	17	11	44	22	2	4
9 - 12 P.M.	18	7	47	21	2	5

SEATTLE, WASHINGTON

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>KIRO</u>	<u>KJR</u>	<u>KOL</u>	<u>KOMO</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	42	17	7	28	6
9 - 11 A.M.	48	14	5	27	6
11 - 1 P.M.	21	11	8	54	6
1 - 3 P.M.	39	8	7	38	8
3 - 5 P.M.	37	6	14	36	7
5 - 7 P.M.	24	17	9	47	3
7 - 9 P.M.	25	13	11	49	2
9 - 12 M.	30	16	11	41	2

SPOKANE, WASHINGTON

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>KFIO</u>	<u>KFPY</u>	<u>KGA</u>	<u>KHQ</u>
	%	%	%	%
7 - 9 A.M.	-	34	7	59
9 - 11 A.M.	6	60	4	30
11 - 1 P.M.	2	34	8	56
1 - 3 P.M.	2	52	10	36
3 - 5 P.M.	6	65	6	23
5 - 7 P.M.	1*	39	9	51
7 - 9 P.M.	*	37	13	50
9 - 12 M.	*	34	11	55

* Does not operate full time. See station schedule.

SYRACUSE, NEW YORK

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>WFBL</u>	<u>WOLF</u>	<u>WSYR</u>	<u>Others</u>
	%	%	%	%
7 - 9 A.M.	59	9	30	2
9 - 11 A.M.	64	13	21	2
11 - 1 P.M.	62	14	23	1
1 - 3 P.M.	68	17	12	3
3 - 5 P.M.	31	23	32	14
5 - 7 P.M.	49	18	32	1
7 - 9 P.M.	48	9	39	4
9 - 12 M.	48	10	37	5

WASHINGTON, DISTRICT OF COLUMBIA

Percent of Programs Heard Over Each Station

BASE: Total number of programs mentioned during each part of the day by listeners to all stations during Standard Time period.

	<u>WINX</u>	<u>WJSV</u>	<u>WMAL</u>	<u>WOL</u>	<u>WRC</u>	<u>Others</u>
	* % **	%	%	%	%	%
7 - 9 A.M.	2 2 2	24 33 24	23 18 23	24 22 25	22 24 23	41 3
9 - 11 A.M.	1 1 1	22 25 21	14 17 15	36 14 36	23 42 23	3 1 4
11 - 1 P.M.	8 6 9	32 38 30	7 9 7	25 15 27	23 32 22	5 5
1 - 3 P.M.	6 5 7	29 37 26	14 11 15	16 18 18	29 29 28	6 6
3 - 5 P.M.	11 8 10	16 11 17	14 13 13	25 25 26	28 42 27	6 1 7
5 - 7 P.M.	5 2 4	21 25 21	20 18 20	15 20 16	30 34 30	8 1 8
7 - 9 P.M.	3 2	36 25	15 16	11 11	35 38	- 7
9 - 12 M.	1 5	27 21	22 16	11 11	39 37	- 10

* weighted

** 7 Day