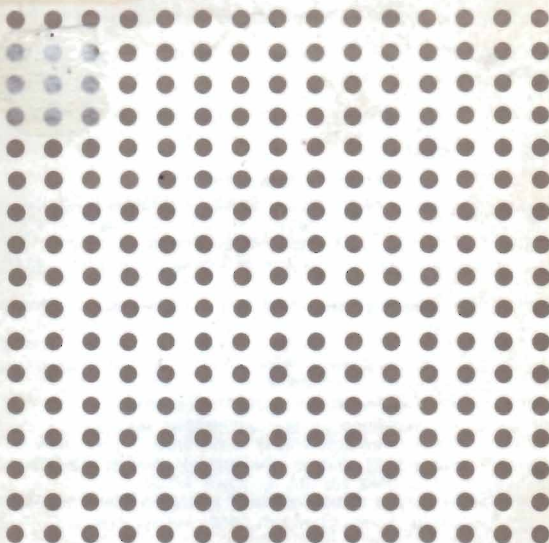


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April / MAY 1965



The **CHICAGO**
RADIO
AUDIENCE

AMERICAN RESEARCH BUREAU //

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AN ARB RADIO AUDIENCE REPORT

This report is a compilation of radio audience estimates resulting from a survey conducted by the American Research Bureau in the market indicated. The purpose of this report is to provide radio station, advertiser and agency clients of ARB with a reliable aid to evaluate radio audience size and composition for buying and selling decisions. Audience data appearing in this report are estimates. They are germane only within the areas defined below and are subject to the limitations so described.

The American Research Bureau attempts at all times to provide in its audience reports a complete methodology description that may be understood by all who use the reports. However, certain technical terms are sometimes necessary to describe adequately a very complex research process. If this terminology, or the descriptions outlined on these pages, are not completely clear, ARB will provide further explanation on request.

AUDIENCE ESTIMATES

Audiences are expressed in terms of (1) average quarter-hour listening estimates, and (2) unduplicated listening estimates. To be included in either the average quarter-hour audience or the unduplicated audience, a person must have been twelve years old or older and must have listened to a given station for five or more minutes.)

Average quarter-hour listening audience is the estimated number of persons who listened, at-home and away-from-home, to a given station for five or more minutes during a given quarter-hour. This figure is expressed as an average of the total number of quarter-hours the station was on the air during the measured time period. Since the survey period covered more than one week, the data reflect estimates for an average week.

Unduplicated listening audience is the estimated number of different (unduplicated) persons who listened, at-home and away-from-home, five or more minutes during a measured time period. Since the survey period covered more than one week, the data reflect estimates for an average week.

Local time differences within a market that overlaps time zones, and time differences caused by seasonal time changes, are accounted for in the results by tabulating listening by a station's local time.

Average quarter-hour listening estimates are reported by both three-hour periods and half-hour time periods, 6:00 AM to Midnight, for the measurement periods (1) Monday through Friday, and (2) Saturday and Sunday. Unduplicated audience estimates are reported in the same fashion for the measurement period Monday through Friday. Estimates for both average quarter-hour and unduplicated audiences are shown for the following categories: TOTAL PERSONS; MEN 18-34, MEN 35+, TOTAL MEN; WOMEN 18-34, WOMEN 35+, TOTAL WOMEN; TEENS (12-17). The symbol (-1) indicates an estimate of less than 100 "Total Persons" listening to a station.

Audience data for individual stations are reported for both metropolitan survey area and the total survey area and have been designated within this report as METRO and TOTAL, respectively. (See section titled "Survey Area" for definitions of these areas.) For average quarter-hour listening estimates, the total number of persons listening in the metropolitan area (designated as TOTAL LISTENING IN METRO AREA) for each audience category is the summation of (1) audiences to stations listed in this report and (2) audiences to stations not listed. The latter category consists of listening to stations which failed to meet the minimum reporting standard for inclusion in this report, plus listening to stations which could not be identified by call letters.

To be listed in this report, a station must have an average TOTAL PERSONS audience, for the time the station is on the air, equal to or greater than 0.050% of the total metro population, twelve years old and older. "Average TOTAL PERSONS audience" is calculated by summing the Monday-Friday average quarter-hour audience for the half-hour time periods during which the station is on the air, and then dividing this figure by the total number of half-hours the station is on the air.

For AM-FM combinations where the FM station programs separately less than 50% of the time it is on the air, the minimum reporting standard is applied to the combined AM-FM audience. When the combined AM-FM audience is of sufficient size to survive the minimum cutoff point, the audiences of both the AM and the FM stations are shown in the report. The one exception to this rule occurs when either the AM or the FM station has an estimate of less than 100 TOTAL PERSONS listening for 50% or more of the total half-hours the station is on the air. In such instances, the station is not listed with its affiliate station.

For AM-FM combinations where the FM station programs separately more than 50% of the time it is on the air, the minimum reporting standard is applied separately to each station's audience. Each station must qualify on the basis of its own audience to be listed.

SURVEY AREA

Total Survey Area—The Total Survey Area includes the Metro Survey Area (see discussion below) plus those counties outside the metro that currently are included

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SURVEY AREA

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AVERAGE QUARTER-HOUR LISTENING ESTIMATES

6:00 AM to Midnight

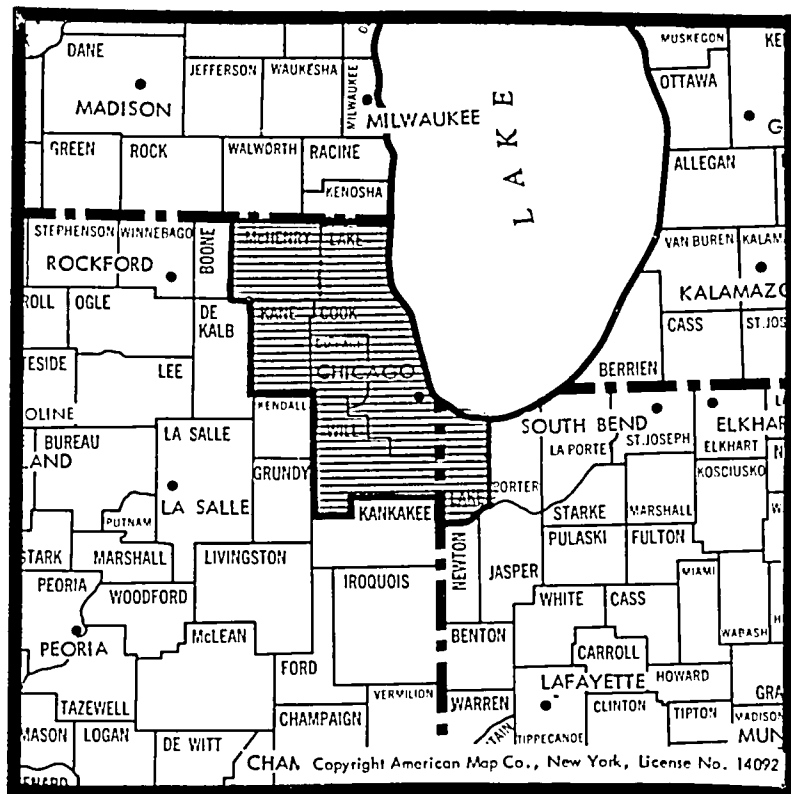
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6:00 AM to Midnight

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COUNTIES IN SURVEY AREA

Boone, Ill.
*Cook
DeKalb
*Dupage
Grundy
Iroquois
*Kane
Kankakee

Kendall, Ill.
*Lake
La Salle
*McHenry
*Will
Jasper, Ind.
*Lake
La Porte

Newton, Ind.
Porter
Pulaski
St. Joseph
Starke
Berrien, Mich.
Kenosha, Wisc.
Racine
Walworth

*Metro Counties

TOTAL SURVEY AREA

Men 18-34	874,700
Men 35+	<u>1,793,200</u>
TOTAL MEN (18+).	2,667,900
Women 18-34.	923,400
Women 35+	<u>1,902,500</u>
TOTAL WOMEN (18+)	2,825,900
Teens 12-17.	<u>778,900</u>
TOTAL PERSONS (12+).	6,272,700

METROPOLITAN SURVEY AREA

Men 18-34	738,900
Men 35+	<u>1,517,900</u>
TOTAL MEN (18+).	2,256,800
Women 18-34.	784,700
Women 35+	<u>1,615,700</u>
TOTAL WOMEN (18+)	2,400,400
Teens 12-17.	<u>646,700</u>
TOTAL PERSONS (12+).	5,303,900

*Based on U. S. Bureau of the Census Publications, Series PC (1)-B, updated by SRDS population estimates dated September 1, 1964.

RADIO STATIONS LISTED IN THIS REPORT

For AM-FM stations that simulcast, but have different call letters, FM call letters are listed directly below AM call letters. The section titled "Special Notations for AM-FM Combinations," on page 269, lists those time periods during which AM-FM stations carried separate programming.

WAAF	WFMT-FM	WMBI
WAIT	WGN	WMBI-FM
WBBM	WIND	WNUS
WBBM-FM	WJJD	WSDM-FM
WCFL	WKFM-FM	WVON
WDHF-FM	WLS	WWCA
WEFM-FM	WMAQ	
WFMF-FM	WMAQ-FM	

TOTAL TABULATED DIARIES AND EFFECTIVE SAMPLE BASES

	<u>Total Tabulated Diaries</u>	<u>Effective Sample Bases</u>
Total Survey Area.	2,270	2,102
Metro Survey Area	1,911	1,781

TABULATED DIARIES BY SAMPLING UNIT

<u>Sampling Unit</u>	<u>Tabulated Diaries</u>
*Cook, Ill.	1,424
*DuPage	128
*Kane	57
*Lake	73
*McHenry	18
*Will	43
*Lake, Ind.	168
DeKalb, Grundy, Kendall, LaSalle, Ill.	56
Iroquois, Kankakee	41
Boone	9
St. Joseph, Ind., Berrien, Mich.	117
Jasper, LaPorte, Newton, Porter, Pulaski, Starke, Ind.	73
Kenosha, Racine, Walworth, Wisc.	63
TOTAL	<u>2,270</u>

*Metro Counties

AVERAGE QUARTER-HOUR
LISTENING ESTIMATES

Monday-Friday
by 3-Hour Time Periods

DIARY RETURN RATE

$$\text{Gross Return Rate} = \frac{\text{total diaries returned}}{\text{total diaries placed}} = \frac{3,125}{8,447} = 37\%$$

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

6.00AM- 9.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00AM- 9.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL METRO	48 48	6 6		5 6	38 38	4 4	42 42	
WAIT TOTAL METRO	432 425	79 79	131 126	210 205	83 83	131 129	214 212	8 8
WBBM TOTAL METRO	444 402	26 25	110 84	136 139	19 19	275 260	294 279	14 14
WBBM FM TOTAL METRO	11 11				11 11		11 11	
WCFL TOTAL METRO	209 206	44 44	61 58	105 102	42 42	60 60	102 102	2 2
* WDHF FM TOTAL METRO	69 69	7 7	8 8	15 15		53 53	53 53	1 1
WFMF FM TOTAL METRO	59 59	13 13	10 10	23 23	8 8	28 28	36 36	
WFMT FM TOTAL METRO	150 150	13 13	30 30	43 43	49 49	58 58	107 107	
WGN TOTAL METRO	2770 2607	305 305	820 743	1125 1048	340 335	1235 1156	1575 1491	70 68
WIND TOTAL METRO	2647 2638	245 243	697 697	942 940	616 611	1004 1004	1620 1615	85 83
WJJD TOTAL METRO	211 142	48 44	32 31	80 75	23 10	102 51	125 61	6 6
WKFM FM TOTAL METRO	28 27	2 2	11 11	13 13	4 3	11 11	15 14	
WLS TOTAL METRO	1503 1269	210 176	129 108	339 284	269 217	316 270	585 487	579 498
WMAQ TOTAL METRO	487 447	15 15	138 138	153 153	38 32	285 252	323 284	11 10
WMAQ FM TOTAL METRO	97 97	27 27	20 20	47 47	15 15	33 33	48 48	2 2
WMBI TOTAL METRO	78 69	3	28 28	31 28	14 14	26 26	40 40	7 1
WMBI FM TOTAL METRO	57 54		11 11	11 11		42 39	42 39	4 4
WNUS TOTAL METRO	208 208	18 18	74 74	92 92	14 14	96 96	110 110	6 6

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

9.00AM-12.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00AM-12.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	59 59	5 5	12 12	17 17	34 34	8 8	42 42	
WVON TOTAL METRO	73 73	6 6	36 36	42 42	6 6	9 9	15 15	16 16
WVCA TOTAL METRO	42 40	2	10 10	12 10		30 30	30 30	
TOTAL LISTENING IN METRO AREA	5457	627	1082	1709	1210	2443	3653	95

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
12.00PM- 3.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

12.00PM- 3.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL	26	1	8	9	17		17	
	METRO	26	1	8	9	17		17	
WAIT	TOTAL	307	8	75	83	38	186	224	
	METRO	295	8	75	83	38	174	212	
WBBH	TOTAL	518	68	101	169	37	312	349	
	METRO	440	68	62	130	37	273	310	
WBBH FM	TOTAL	9		2	2	7		7	
	METRO	9		2	2	7		7	
WCFL	TOTAL	233	80	84	164	22	46	68	1
	METRO	229	79	83	162	21	45	66	1
WDHF FM	TOTAL	162	68	3	71	5	85	90	1
	METRO	162	68	3	71	5	85	90	1
WEFM FM	TOTAL	67	7	30	37	7	23	30	
	METRO	66	7	30	37	7	22	29	
WFME FM	TOTAL	160	37	39	76	29	55	84	
	METRO	160	37	39	76	29	55	84	
WFMT FM	TOTAL	56	4	2	6	35	15	50	
	METRO	56	4	2	6	35	15	50	
WGN	TOTAL	405	75	165	240	57	105	162	3
	METRO	373	65	156	221	52	97	149	3
WIND	TOTAL	641	45	154	199	173	269	442	
	METRO	636	45	154	199	169	268	437	
WJJD	TOTAL	243	35	89	124	71	48	119	
	METRO	198	28	85	113	45	40	85	
WKFM FM	TOTAL	117	20	38	58	11	48	59	
	METRO	99	18	31	49	9	41	50	
WLS	TOTAL	321	92	12	104	78	61	139	78
	METRO	260	71	4	75	68	52	120	65
WMAQ	TOTAL	140	16	20	36	41	63	104	
	METRO	124	10	20	30	37	57	94	
WMAQ FM	TOTAL	12				3	9	12	
	METRO	12				3	9	12	
WMBI	TOTAL	35		5	5	2	28	30	
	METRO	34		5	5	2	27	29	
WMBI FM	TOTAL	37		1	1	1	35	36	
	METRO	36		1	1		35	35	
WNUS	TOTAL	26	6	10	16		10	10	
	METRO	26	6	10	16		10	10	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
12.00PM- 3.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

12.00PM- 3.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	67	6	10	16	43	8	51	
	METRO	67	6	10	16	43	8	51	
WVON	TOTAL	64	1	45	46	1		1	17
	METRO	64	1	45	46	1		1	17
WwCA	TOTAL	21		2	2		19	19	
	METRO	21		2	2		19	19	
TOTAL LISTENING IN METRO AREA		3916	585	942	1527	701	1600	2301	88

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
3.00PM- 6.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

3.00PM- 6.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL METRO	32 32		9 9	9 9	23 23		23 23	
WAIT TOTAL METRO	315 308	43 43	72 71	115 114	48 48	149 143	197 191	3 3
WBBM TOTAL METRO	483 428	55 55	87 62	142 117	61 61	279 249	340 310	1 1
WBBM FM TOTAL METRO	15 15		1 1	1 1	10 10	4 4	14 14	
WCFL TOTAL METRO	222 220	74 73	55 55	129 128	33 32	54 54	87 86	6 6
WDHF FM TOTAL METRO	223 223	51 51	30 30	81 81	17 17	116 116	133 133	9 9
WEFM FM TOTAL METRO	52 52	1 1	22 22	23 23	3 3	26 26	29 29	
WFMF FM TOTAL METRO	163 163	21 21	50 50	71 71	19 19	73 73	92 92	
WFMT FM TOTAL METRO	67 67	6 6	20 20	26 26	24 24	16 16	40 40	1 1
WGN TOTAL METRO	647 612	141 136	239 220	380 356	55 54	195 185	250 239	17 17
WIND TOTAL METRO	647 643	116 116	184 184	300 300	161 159	182 180	343 339	4 4
WJJD TOTAL METRO	223 210	33 32	84 79	117 111	56 55	46 44	102 99	4 4
WKFM FM TOTAL METRO	122 109	32 32	30 30	62 62	16 11	44 36	60 47	
WLS TOTAL METRO	1172 1021	151 135	37 30	188 165	155 116	89 83	244 199	740 657
WMAQ TOTAL METRO	177 173	9 7	57 57	66 64	37 37	65 65	102 102	9 7
WMAQ FM TOTAL METRO	13 13	2 2	1 1	3 3	7 7	3 3	10 10	
WMBI TOTAL METRO	30 29	1	20 20	21 20		9 9	9 9	
WMBI FM TOTAL METRO	51 51		5 5	5 5	9 9	37 37	46 46	
WNUS TOTAL METRO	82 82	16 16	37 37	53 53	5 5	24 24	29 29	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
3.00PM- 6.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

3.00PM- 6.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	59 59	1 1	5 5	6 6	31 31	14 14	45 45	8 8
WVON TOTAL METRO	86 86	11 11	50 50	61 61	13 13		13 13	12 12
WVCA TOTAL METRO	20 20		4 4	4 4		16 16	16 16	
TOTAL LISTENING IN METRO AREA	5026	798	1118	1916	806	1565	2371	739

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

6.00PM- 9.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00PM- 9.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
* WAAF TOTAL	31	2	18	20	7	4	11	
METRO	31	2	18	20	7	4	11	
* WAIT TOTAL	224	26	46	72	43	93	136	16
METRO	224	26	46	72	43	93	136	16
WBBM TOTAL	178	18	27	45	26	106	132	1
METRO	142	18	17	35	26	81	107	
WBBM FM TOTAL	21		14	14	7		7	
METRO	21		14	14	7		7	
WCFL TOTAL	354	45	160	205	9	118	127	22
METRO	336	41	156	197	9	114	123	16
WDHF FM TOTAL	178	11	42	53	4	106	110	15
METRO	178	11	42	53	4	106	110	15
WEFM FM TOTAL	81	1	57	58		22	22	1
METRO	80		57	57		22	22	1
WFHF FM TOTAL	129	2	47	49	11	67	78	2
METRO	129	2	47	49	11	67	78	2
WFMT FM TOTAL	79	7	20	27	28	24	52	
METRO	79	7	20	27	28	24	52	
WGN TOTAL	540	53	236	289	66	160	226	25
METRO	467	52	174	226	64	152	216	25
WIND TOTAL	277	30	103	133	35	94	129	15
METRO	272	30	100	130	35	92	127	15
WJJD TOTAL	101	23	22	45	30	20	50	6
METRO	91	19	20	39	29	20	49	3
WKFM FM TOTAL	50	7	12	19	6	22	28	3
METRO	46	7	12	19	3	21	24	3
WLS TOTAL	790	97	19	116	193	41	234	440
METRO	644	96	15	111	112	39	151	382
WHAQ TOTAL	137	23	15	38	30	56	86	13
METRO	130	23	15	38	30	53	83	9
WHAQ FM TOTAL	20	3	3	6	9	4	13	1
METRO	19	2	3	5	9	4	13	1
* WMBI TOTAL	14		4	4	2	8	10	
METRO	14		4	4	2	8	10	
WMBI FM TOTAL	29		1	1		28	28	
METRO	29		1	1		28	28	
WNUS TOTAL	53	10	38	48	2	3	5	
METRO	53	10	38	48	2	3	5	

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

6.00PM- 9.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00PM- 9.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDH FM TOTAL	91	40	22	62	19	8	27	2
METRO	91	40	22	62	19	8	27	2
WVON TOTAL	112	23	51	74		11	11	27
METRO	112	23	51	74		11	11	27
WNCA TOTAL	18		5	5	8	5	13	
METRO	18		5	5	8	5	13	
TOTAL LISTENING IN METRO AREA	3442	449	934	1383	476	1043	1519	540

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
9.00PM-12.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00PM-12.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WBBM TOTAL METRO	91 85	11 11	10 10	21 21	16 16	54 48	70 64		
WBBM FM TOTAL METRO	22 22		12 12	12 12	10 10		10 10		
WCFL TOTAL METRO	544 517	57 56	294 279	351 335	19 19	122 122	141 141	52 41	
* WDFH FM TOTAL METRO	83 83	10 10	39 39	49 49		28 28	28 28	6 6	
WEFM FM TOTAL METRO	31 31		26 26	26 26		5 5	5 5		
WFME FM TOTAL METRO	34 34	8 8	13 13	21 21	5 5	8 8	13 13		
WFMT FM TOTAL METRO	35 35		9 9	9 9	9 9	17 17	26 26		
WGN TOTAL METRO	467 415	68 68	226 188	294 256	45 43	100 88	145 131	28 28	
WIND TOTAL METRO	220 207	39 34	101 96	140 130	26 26	44 41	70 67	10 10	
* WJJD TOTAL METRO	96 70	41 37	19	60 37	24 21	12 12	36 33		
WKFM FM TOTAL METRO	54 51	26 26		26 26	23 20	5 5	28 25		
WLS TOTAL METRO	995 870	105 89	9 5	114 94	149 107	14 9	163 116	718 660	
WMAQ TOTAL METRO	114 99	15 15	15 11	30 26	25 25	57 46	82 71	2 2	
WMAQ FM TOTAL METRO	3 3	3 3		3 3					
* WMBI FM TOTAL METRO	31 31					31 31	31 31		
WNUS TOTAL METRO	73 73	6 6	58 58	64 64	2 2	6 6	8 8	1 1	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
9.00PM-12.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00PM-12.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WSDM FM TOTAL METRO	52 52	21 21	8 8	29 29	17 17	6 6	23 23		
WVON TOTAL METRO	117 117	25 25	45 45	70 70	1 1	15 15	16 16	31 31	
WNCA TOTAL METRO	-1 -1								
TOTAL LISTENING IN METRO AREA	2975	460	867	1327	349	506	855	793	

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

Notations

AVERAGE QUARTER-HOUR LISTENING ESTIMATES

Saturday & Sunday
by 3-Hour Time Periods

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

6.00AM- 9.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00AM- 9.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
* WAAF TOTAL METRO	-1 -1							
WAIT TOTAL METRO	113 112	7 7	43 42	50 49	36 36	27 27	63 63	
WBBM TOTAL METRO	203 186	4 4	52 48	56 52	17 17	129 116	146 133	1 1
WBBM FM TOTAL METRO	7 7				7 7		7 7	
WCFL TOTAL METRO	112 77	18 10	38 30	56 40	27 19	26 18	53 37	3
* WDHF FM TOTAL METRO	18 18					18 18	18 18	
WFHF FM TOTAL METRO	9 9	4 4		4 4		5 5	5 5	
WFMT FM TOTAL METRO	76 76	3 3	34 34	37 37	10 10	29 29	39 39	
WGN TOTAL METRO	665 606	48 48	254 229	302 277	62 60	295 265	357 325	6 4
WIND TOTAL METRO	901 901	144 144	257 257	401 401	174 174	305 305	479 479	21 21
WJJD TOTAL METRO	81 58	8 7	25 15	33 22	14 5	34 31	48 36	
* WKFM FM TOTAL METRO	18 18		18 18	18 18				
WLS TOTAL METRO	407 284	79 70	43 7	122 77	81 46	65 39	146 85	139 122
WMAQ TOTAL METRO	213 200	3 3	57 51	60 54	15 15	138 131	153 146	
WMAQ FM TOTAL METRO	18 14	2 3	6 6	8 6	2 2	6 6	8 6	2 2
* WMBI TOTAL METRO	71 58	7	23 23	30 23	6	35 35	41 35	
* WMBI FM TOTAL METRO	21 21		5 5	5 5		16 16	16 16	
WNUS TOTAL METRO	149 149	16 16	76 76	92 92	5 5	50 50	55 55	2 2

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

6.00AM- 9.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00AM- 9.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	58 58	11 11	26 26	37 37	21 21		21 21	
WVDN TOTAL METRO	52 52	8 8	30 30	38 38	9 9		9 9	5 5
WKCA TOTAL METRO	20 20					20 20	20 20	
TOTAL LISTENING IN METRO AREA	3246	370	998	1368	443	1271	1714	164

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

SATURDAY + SUNDAY

MAY 1965

9.00AM-12.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00AM-12.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL METRO	35 35	4 4	12 12	16 16	11 11	8 8	19 19	
WAIT TOTAL METRO	215 215	21 21	52 52	73 73	57 57	85 85	142 142	
WBBM TOTAL METRO	417 374	64 64	44 44	108 108	53 53	256 213	309 266	
WBBM FM TOTAL METRO	7 7				7 7		7 7	
WCFL TOTAL METRO	190 184	7 3	106 106	113 109	26 24	44 44	70 68	7 7
* WDHF FM TOTAL METRO	119 119	19 19	29 29	48 48	8 8	56 56	64 64	7 7
* WEFM FM TOTAL METRO	98 87		68 68	68 68		30 19	30 19	
WFME FM TOTAL METRO	155 155	20 20	56 56	76 76	17 17	62 62	79 79	
WFMT FM TOTAL METRO	204 204	4 4	59 59	63 63	32 32	109 109	141 141	
WGN TOTAL METRO	1151 1109	96 87	365 365	461 452	196 196	465 432	661 628	29 29
WIND TOTAL METRO	1213 1203	212 212	243 243	455 455	298 298	403 403	701 701	57 47
WJJD TOTAL METRO	296 230	13 13	56 43	69 56	117 89	108 83	225 172	2 2
WKFM FM TOTAL METRO	110 110	11 11	54 54	65 65	9 9	36 36	45 45	
WLS TOTAL METRO	792 620	127 104	15 9	142 113	205 151	122 75	327 226	323 281
WMAQ TOTAL METRO	133 112		37 28	37 28	2 2	91 79	93 81	3 3
WMAQ FM TOTAL METRO	18 16	1		1	1	16 16	17 16	
WMBI TOTAL METRO	47 45		19 19	19 19	6 4	19 19	25 23	3 3
WMBI FM TOTAL METRO	22 22		6 6	6 6	2 2	14 14	16 16	
WNUS TOTAL METRO	133 133	8 8	43 43	51 51	4 4	76 76	80 80	2 2

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

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AMERICAN RESEARCH BUREAU

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

SATURDAY + SUNDAY

MAY 1965

9.00AM-12.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00AM-12.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	137 137	39 39	35 35	74 74	55 55	8 8	63 63	
WVON TOTAL METRO	88 88		48 48	48 48	13 13	7 7	20 20	20 20
WVCA TOTAL METRO	28 28		1 1	1 1		27 27	27 27	
TOTAL LISTENING IN METRO AREA	5848	693	1480	2173	1135	2116	3251	424

AMERICAN RESEARCH BUREAU

PAGE 23

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

12.00PM- 3.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

12.00PM- 3.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	26	3		3	14	9	23	
WAAF METRO	26	3		3	14	9	23	
WAIT TOTAL	233	11	95	106	54	63	117	10
WAIT METRO	228	11	95	106	54	58	112	10
WBBM TOTAL	394	45	51	96	68	230	298	
WBBM METRO	384	45	45	90	68	226	294	
WBBM FM TOTAL	3				3		3	
WBBM FM METRO	3				3		3	
WCFL TOTAL	396	82	170	252	9	117	126	18
WCFL METRO	392	79	170	249	8	117	125	18
WDHF FM TOTAL	187	28	54	82	16	80	96	9
WDHF FM METRO	187	28	54	82	16	80	96	9
WEFM FM TOTAL	63		39	39		24	24	
WEFM FM METRO	61		39	39		22	22	
WFME FM TOTAL	271	40	50	90	28	153	181	
WFME FM METRO	271	40	50	90	28	153	181	
WFMT FM TOTAL	120	6	21	27	49	44	93	
WFMT FM METRO	120	6	21	27	49	44	93	
WGN TOTAL	886	142	369	511	91	239	330	45
WGN METRO	859	135	352	487	90	237	327	45
WIND TOTAL	641	97	125	222	207	209	416	3
WIND METRO	636	97	125	222	202	209	411	3
WJJD TOTAL	234	31	43	74	96	57	153	7
WJJD METRO	201	31	31	62	75	57	132	7
WKFM FM TOTAL	110	14	49	63	5	42	47	
WKFM FM METRO	91	8	49	57		34	34	
WLS TOTAL	1142	166	42	208	249	107	356	578
WLS METRO	909	150	40	190	201	68	269	450
WHAQ TOTAL	128	7	33	40	15	71	86	2
WHAQ METRO	112	7	25	32	15	63	78	2
WHAQ FM TOTAL	5	3		3		2	2	
WHAQ FM METRO	2					2	2	
WMBI TOTAL	46	10	3	13	8	19	27	6
WMBI METRO	36	8	3	11	6	19	25	
WMBI FM TOTAL	31		6	6		25	25	
WMBI FM METRO	31		6	6		25	25	
WNUS TOTAL	65	10	25	35	2	28	30	
WNUS METRO	65	10	25	35	2	28	30	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

12.00PM- 3.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

12.00PM- 3.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDH FM TOTAL	66	10	12	22	24	11	35	9
WSDH FM METRO	66	10	12	22	24	11	35	9
WVON TOTAL	90	3	53	56	20		20	14
WVON METRO	90	3	53	56	20		20	14
WKCA TOTAL	6		1	1		5	5	
WKCA METRO	6		1	1		5	5	
TOTAL LISTENING IN METRO AREA	5252	765	1305	2070	928	1673	2601	581

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

3.00PM- 6.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

3.00PM- 6.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL	13	3	6	9	4	4	4	
	METRO	13	3	6	9	4	4	4	
WAIT	TOTAL	184	9	49	58	39	67	106	
	METRO	176	7	49	56	37	63	100	
WBBM	TOTAL	268	48	25	73	63	132	195	
	METRO	266	48	25	73	63	130	193	
WBBM FM	TOTAL	7				7		7	
	METRO	7				7		7	
WCFL	TOTAL	665	112	310	422	45	154	199	
	METRO	654	112	300	412	45	153	198	
WDHF FM	TOTAL	151	68	28	96	20	34	54	
	METRO	151	68	28	96	20	34	54	
WEFH FM	TOTAL	53	2	36	38		12	12	
	METRO	51		36	36		12	12	
WFMF FM	TOTAL	141	11	41	52	4	85	89	
	METRO	141	11	41	52	4	85	89	
WFMT FM	TOTAL	58		26	26	7	25	32	
	METRO	58		26	26	7	25	32	
WGN	TOTAL	1068	225	433	658	67	266	333	
	METRO	1040	221	409	630	67	266	333	
WIND	TOTAL	418	67	72	139	132	145	277	
	METRO	415	67	72	139	129	145	274	
WJJD	TOTAL	277	71	33	104	91	70	161	
	METRO	239	62	33	95	62	70	132	
WKFM FM	TOTAL	58		34	34		24	24	
	METRO	57		34	34		23	23	
WLS	TOTAL	1296	215	44	259	272	43	315	
	METRO	1064	181	35	216	223	42	265	
WMAQ	TOTAL	107		25	25	7	75	82	
	METRO	78		12	12	7	59	66	
WMAQ FM	TOTAL	9				2	7	9	
	METRO	9				2	7	9	
WMBI	TOTAL	37	20	6	26	7	4	11	
	METRO	32	18	6	24	4	4	8	
WMBI FM	TOTAL	23		13	13		10	10	
	METRO	23		13	13		10	10	
WNUS	TOTAL	47		21	21		26	26	
	METRO	47		21	21		26	26	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

3.00PM- 6.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

3.00PM- 6.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	54	6	7	13	18	23	41	
	METRO	54	6	7	13	18	23	41	
WVON	TOTAL	91		59	59	5	1	6	
	METRO	91		59	59	5	1	6	
WVCA	TOTAL	-1							
	METRO	-1							
TOTAL LISTENING IN METRO AREA		4991	857	1299	2156	734	1324	2058	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

SATURDAY + SUNDAY
6.00PM- 9.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00PM- 9.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
* WAAF	TOTAL	31	6	18	24		7	7	
	METRO	31	6	18	24		7	7	
* WAIT	TOTAL	117	32	14	46	20	31	51	20
	METRO	117	32	14	46	20	31	51	20
WBBM	TOTAL	91	14	10	24	12	55	67	
	METRO	85	13	10	23	11	51	62	
WBBM FM	TOTAL	-1							
	METRO	-1							
WCFL	TOTAL	160	20	68	88	7	60	67	5
	METRO	160	20	68	88	7	60	67	5
WDHF FM	TOTAL	134	56	22	78	21	35	56	
	METRO	129	53	22	75	19	35	54	
WEFH FM	TOTAL	58	2	50	52		6	6	
	METRO	56		50	50		6	6	
WFMF FM	TOTAL	60	6	36	42	9	9	18	
	METRO	60	6	36	42	9	9	18	
WFMT FM	TOTAL	39		14	14	11	14	25	
	METRO	39		14	14	11	14	25	
WGN	TOTAL	331	40	130	170	31	114	145	16
	METRO	271	40	77	117	25	113	138	16
WIND	TOTAL	122	26	34	60	23	29	52	10
	METRO	122	26	34	60	23	29	52	10
WJJD	TOTAL	97	17	10	27	37	23	60	10
	METRO	86	17	9	26	27	23	50	10
WKFM FM	TOTAL	8		3	3		5	5	
	METRO	8		3	3		5	5	
WLS	TOTAL	733	156	36	192	150	23	173	368
	METRO	600	141	36	177	93	17	110	313
WMAQ	TOTAL	61	3	1	4	2	52	54	3
	METRO	48	3	1	4	2	39	41	3
WMAQ FM	TOTAL	11				2	9	11	
	METRO	11				2	9	11	
* WMBI	TOTAL	16		2	2	10	4	14	
	METRO	16		2	2	10	4	14	
WMBI FM	TOTAL	28		24	24				4
	METRO	-1							
WNUS	TOTAL	29	4	10	14		13	13	2
	METRO	29	4	10	14		13	13	2

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

SATURDAY + SUNDAY
6.00PM- 9.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00PM- 9.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	28		10	10	18		18	
	METRO	28		10	10	18		18	
WVDN	TOTAL	87	6	53	59	7		7	21
	METRO	87	6	53	59	7		7	21
WVCA	TOTAL	12		5	5		7	7	
	METRO	12		5	5		7	7	
TOTAL LISTENING IN METRO AREA		2214	390	525	915	325	572	897	402

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

9.00PM-12.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00PM-12.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WBBM TOTAL	100	19	23	42	4	54	58	
WBBM METRO	83	19	23	42	4	37	41	
WBBM FM TOTAL	14					14	14	
WBBM FM METRO	14					14	14	
WCFL TOTAL	173	13	91	104	9	52	61	8
WCFL METRO	162	13	80	93	9	52	61	8
*WDHF FM TOTAL	113	30	57	87	9	17	26	
WDHF FM METRO	113	30	57	87	9	17	26	
WEFM FM TOTAL	47		37	37		10	10	
WEFM FM METRO	47		37	37		10	10	
WFHF FM TOTAL	17	3	3	6	4	7	11	
WFHF FM METRO	17	3	3	6	4	7	11	
WFMT FM TOTAL	38	8	18	26	12		12	
WFMT FM METRO	38	8	18	26	12		12	
WGN TOTAL	252	30	68	98	27	119	146	8
WGN METRO	184	30	36	66	12	100	112	6
WIND TOTAL	162	44	62	106	27	12	39	17
WIND METRO	162	44	62	106	27	12	39	17
*WJJD TOTAL	40		15	15	15	10	25	
WJJD METRO	25				15	10	25	
WKFM FM TOTAL	31	17		17	7	5	12	2
WKFM FM METRO	31	17		17	7	5	12	2
WLS TOTAL	648	95	11	106	124	17	141	401
WLS METRO	536	67	11	78	70	17	87	371
WMAQ TOTAL	45		3	3	7	35	42	
WMAQ METRO	31		3	3	7	21	28	
WMAQ FM TOTAL	4	3		3		1	1	
WMAQ FM METRO	4	3		3		1	1	
*WMBI FM TOTAL	35		21	21		14	14	
WMBI FM METRO	23		9	9		14	14	
WNUS TOTAL	51	14	31	45	4	2	6	
WNUS METRO	51	14	31	45	4	2	6	

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

9.00PM-12.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00PM-12.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	8	8		8				
WSDM FM METRO	8	8		8				
WVON TOTAL	119	28	48	76	3	6	9	34
WVON METRO	119	28	48	76	3	6	9	34
WwCA TOTAL	8		3	3		5	5	
WwCA METRO	8		3	3		5	5	
TOTAL LISTENING IN METRO AREA	1753	311	448	759	203	354	557	437

Notations

AVERAGE QUARTER-HOUR LISTENING ESTIMATES

Monday-Friday
by Half-Hour Time Periods

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

6.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL	16	3		3	13		13	
	METRO	16	3		3	13		13	
WAIT	TOTAL	241	17	143	160	43	34	77	4
	METRO	226	17	132	149	43	30	73	4
WBBM	TOTAL	316		57	57	5	244	249	10
	METRO	297		57	57	5	225	230	10
WBBM FM	TOTAL	-1							
	METRO	-1							
WCFL	TOTAL	92	17	6	23	23	46	69	
	METRO	92	17	6	23	23	46	69	
WFHF FM	TOTAL	4		4	4				
	METRO	4		4	4				
WFMT FM	TOTAL	90		25	25		65	65	
	METRO	90		25	25		65	65	
WGN	TOTAL	1444	196	566	762	139	498	637	45
	METRO	1335	196	504	700	136	454	590	45
WIND	TOTAL	1689	76	742	818	225	603	828	43
	METRO	1689	76	742	818	225	603	828	43
WJJD	TOTAL	87	20	42	62	9	16	25	
	METRO	62	10	36	46		16	16	
WKFM FM	TOTAL	6		6	6				
	METRO	6		6	6				
WLS	TOTAL	1050	196	134	330	199	208	407	313
	METRO	808	147	95	242	157	168	325	241
WHAQ	TOTAL	534		161	161		364	364	9
	METRO	528		161	161		358	358	9
WHAQ FM	TOTAL	103	27	50	77		22	22	4
	METRO	103	27	50	77		22	22	4
WMBI	TOTAL	33				13		13	20
	METRO	13				13		13	
WMBI FM	TOTAL	22		7	7		11	11	4
	METRO	22		7	7		11	11	4
WNUS	TOTAL	195	37	84	121	5	65	70	4
	METRO	195	37	84	121	5	65	70	4

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

6.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	-1							
	METRO	-1							
WVON	TOTAL	22	14		14	8		8	
	METRO	22	14		14	8		8	
WVCA	TOTAL	25	4	5	9		16	16	
	METRO	25	4	5	9		16	16	
TOTAL LISTENING IN METRO AREA		5894	573	2080	2653	636	2235	2871	37C

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

6.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	51	14		14	37		37	
WAAF METRO	51	14		14	37		37	
WAIT TOTAL	388	77	171	248	63	75	138	2
WAIT METRO	371	77	156	233	63	73	136	2
WBBM TOTAL	480	30	162	192	32	234	266	22
WBBM METRO	462	30	156	186	32	222	254	22
WBBM FM TOTAL	3				3		3	
WBBM FM METRO	3				3		3	
WCFL TOTAL	207	47	81	128	21	58	79	
WCFL METRO	207	47	81	128	21	58	79	
WDHF FM TOTAL	5					5	5	
WDHF FM METRO	5					5	5	
WFMF FM TOTAL	14	14		14				
WFMF FM METRO	14	14		14				
WFMT FM TOTAL	87					87	87	
WFMT FM METRO	87					87	87	
WGN TOTAL	2694	206	888	1094	221	1230	1451	149
WGN METRO	2379	206	732	938	206	1093	1299	142
WIND TOTAL	2982	330	1128	1458	493	933	1426	98
WIND METRO	2982	330	1128	1458	493	933	1426	98
WJJD TOTAL	112	50	37	87	11	14	25	
WJJD METRO	88	41	34	75	5	8	13	
WKFM FM TOTAL	12		12	12				
WKFM FM METRO	12		12	12				
WLS TOTAL	2126	339	201	540	379	290	669	917
WLS METRO	1824	288	161	449	324	268	592	783
WHAQ TOTAL	554	27	123	150	19	362	381	23
WHAQ METRO	532	27	123	150	19	341	360	22
WHAQ FM TOTAL	107	27	36	63		38	38	6
WHAQ FM METRO	107	27	36	63		38	38	6
WMBI TOTAL	103		47	47	26	12	38	18
WMBI METRO	89		47	47	26	12	38	4
WMBI FM TOTAL	78		36	36		38	38	4
WMBI FM METRO	78		36	36		38	38	4
WNUS TOTAL	253		95	95	26	115	141	17
WNUS METRO	253		95	95	26	115	141	17

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

6.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	32		19	19	13		13	
WSDM FM METRO	32		19	19	13		13	
WVON TOTAL	88	27	36	63	10		10	15
WVON METRO	88	27	36	63	10		10	15
WVCA TOTAL	101	8	27	35		66	66	
WVCA METRO	101	8	27	35		66	66	
TOTAL LISTENING IN METRO AREA	10318	1181	3020	4201	1288	3667	4955	1162

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

7.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL METRO	83 83	7 7		7 7	52 52	24 24	76 76	
WAIT TOTAL METRO	610 602	178 178	183 175	361 353	118 118	129 129	247 247	2 2
WBBM TOTAL METRO	710 632	43 40	226 177	269 217	20 20	384 358	404 378	37 37
WBBM FM TOTAL METRO	10 10				10 10		10 10	
WCFL TOTAL METRO	282 282	54 54	97 97	151 151	48 48	83 83	131 131	
WDHF FM TOTAL METRO	56 56		27 27	27 27		24 24	24 24	5 5
WFHF FM TOTAL METRO	23 23	20 20		20 20		3 3	3 3	
WFMT FM TOTAL METRO	158 158	3 3	18 18	21 21	39 39	98 98	137 137	
WGN TOTAL METRO	3625 3441	289 289	1154 1062	1443 1351	371 371	1676 1586	2047 1957	135 133
WIND TOTAL METRO	3459 3443	502 497	831 831	1333 1328	758 747	1205 1205	1963 1952	163 163
WJJD TOTAL METRO	235 157	82 82	8 8	90 90	6 6	131 59	137 59	8 8
WKFM FM TOTAL METRO	20 17		12 12	12 12	3 3	5 5	8 5	
WLS TOTAL METRO	2596 2234	330 302	271 238	601 540	345 272	377 328	722 600	1273 1094
WMAQ TOTAL METRO	674 608	57 57	240 240	297 297	33 25	320 262	353 287	24 24
WMAQ FM TOTAL METRO	100 100	27 27	7 7	34 34	10 10	52 52	62 62	4 4
WMBI TOTAL METRO	113 96	17	55 55	72 55	13 13	24 24	37 37	4 4
WMBI FM TOTAL METRO	87 87		18 18	18 18		65 65	65 65	4 4
WNUS TOTAL METRO	231 231	3 3	78 78	81 81	26 26	117 117	143 143	7 7

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

7.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	65 65		34 34	34 34	31 31		31 31	
WVON TOTAL METRO	87 87	27 27	36 36	63 63	3 3		3 3	21 21
WWCA TOTAL METRO	144 144	8 8	36 36	44 44	16 16	84 84	100 100	
TOTAL LISTENING IN METRO AREA	13204	1715	3286	5001	1834	4835	6669	1534

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

7.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL METRO	66 66	14 14		14 14	52 52		52 52	
WAIT TOTAL METRO	498 498	127 127	111 111	238 238	89 89	149 149	238 238	22 22
WBBM TOTAL METRO	508 442	44 44	92 49	136 93	20 20	339 316	359 336	13 13
WBBM FM TOTAL METRO	21 21				21 21		21 21	
WCFL TOTAL METRO	258 258	51 51	69 69	120 120	66 66	65 65	131 131	7 7
WDHF FM TOTAL METRO	72 72		2 2	2 2		70 70	70 70	
WFHF FM TOTAL METRO	79 79	10 10	36 36	46 46		33 33	33 33	
WFMT FM TOTAL METRO	266 266	24 24	83 83	107 107	94 94	65 65	159 159	
WGN TOTAL METRO	3613 3482	469 469	1082 1018	1551 1487	498 494	1513 1450	2011 1944	51 51
WIND TOTAL METRO	3269 3244	380 375	731 731	1111 1106	866 855	1171 1171	2037 2026	121 112
WJJD TOTAL METRO	283 199	41 41	35 35	76 76	9 3	169 91	178 94	29 29
WKFH FM TOTAL METRO	20 17		12 12	12 12	3	5 5	8 5	
WLS TOTAL METRO	1711 1486	196 189	127 108	323 297	325 255	396 337	721 592	667 597
WMAQ TOTAL METRO	619 554	7 7	205 205	212 212	57 50	348 290	405 340	2 2
WMAQ FM TOTAL METRO	115 115	27 27	18 18	45 45	26 26	44 44	70 70	
WMBI TOTAL METRO	111 111		50 50	50 50	13 13	48 48	61 61	
WMBI FM TOTAL METRO	45 45					41 41	41 41	4 4
WNUS TOTAL METRO	254 254	14 14	68 68	82 82	10 10	158 158	168 168	4 4

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

7.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	96 96	20 20	32 32	52 52	35 35	5 5	40 40	4 4
WVON TOTAL METRO	70 70	7 7	36 36	43 43	6 6		6 6	21 21
WHCA TOTAL METRO	95 95		27 27	27 27		68 68	68 68	
TOTAL LISTENING IN METRO AREA	12100	1448	2848	4296	2172	4740	6912	892

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

8.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WAAF TOTAL METRO	37 37				37 37			37 37	
WAIT TOTAL METRO	473 471	64 64	112 112	176 176	95 95	185 183	280 278	17 17	
WBBM TOTAL METRO	369 338	20 20	78 47	98 67	16 16	255 255	271 271		
WBBM FM TOTAL METRO	21 21				21 21		21 21		
WCFL TOTAL METRO	214 211	47 47	50 47	97 94	47 47	64 64	111 111	6 6	
WDHF FM TOTAL METRO	102 102		12 12	12 12		90 90	90 90		
WFMF FM TOTAL METRO	86 86				24 24	62 62	86 86		
WFMT FM TOTAL METRO	178 178	34 34	36 36	70 70	86 86	22 22	108 108		
WGN TOTAL METRO	3036 2914	455 455	716 667	1171 1122	462 457	1382 1314	1844 1771	21 21	
WIND TOTAL METRO	2503 2496	116 116	475 475	591 591	742 735	1118 1118	1860 1853	52 52	
WJJD TOTAL METRO	304 203	78 78	36 36	114 114	49 23	141 66	190 89		
WKFM FM TOTAL METRO	39 36		12 12	12 12	8 5	19 19	27 24		
WLS TOTAL METRO	990 826	103 77	22 22	125 99	250 202	367 303	617 505	248 222	
WMAQ TOTAL METRO	303 270		55 55	55 55	58 50	186 161	244 211	4 4	
WMAQ FM TOTAL METRO	87 87	27 27	4 4	31 31	26 26	30 30	56 56		
WMBI TOTAL METRO	57 57		8 8	8 8		49 49	49 49		
WMBI FM TOTAL METRO	59 49		7 7	7 7		48 38	48 38	4 4	
WNUS TOTAL METRO	198 198	24 24	86 86	110 110	8 8	76 76	84 84	4 4	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

8.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
MSDM FM TOTAL METRO	100 100	20 20	34 34	54 54	37 37	5 5	42 42	4 4	
WVON TOTAL METRO	89 89	7 7	36 36	43 43	22 22	3 3	25 25	21 21	
WVCA TOTAL METRO	86 86		30 30	30 30		56 56	56 56		
TOTAL LISTENING IN METRO AREA	9629	1038	1846	2884	2003	4381	6384	361	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

8.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.30AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL	37				37		37	
	METRO	37				37		37	
WAIT	TOTAL	382	10	68	78	88	216	304	
	METRO	373	10	68	78	88	207	295	
WBBM	TOTAL	272	16	45	61	21	190	211	
	METRO	238	16	15	31	21	186	207	
WBBM FM	TOTAL	10				10		10	
	METRO	10				10		10	
WCFL	TOTAL	198	47	61	108	44	46	90	
	METRO	189	47	52	99	44	46	90	
WDHF FM	TOTAL	109	34		34		75	75	
	METRO	109	34		34		75	75	
WFME FM	TOTAL	153	34	22	56	24	73	97	
	METRO	153	34	22	56	24	73	97	
WFMT FM	TOTAL	122	17	21	38	73	11	84	
	METRO	122	17	21	38	73	11	84	
WGN	TOTAL	2209	211	512	723	352	1115	1467	19
	METRO	2090	211	476	687	345	1039	1384	19
WIND	TOTAL	1979	66	274	340	612	995	1607	32
	METRO	1976	66	274	340	609	995	1604	32
WJJD	TOTAL	249	20	36	56	53	140	193	
	METRO	139	14	36	50	26	63	89	
WKFM FM	TOTAL	67	10	12	22	10	35	45	
	METRO	67	10	12	22	10	35	45	
WLS	TOTAL	544	96	21	117	115	258	373	54
	METRO	437	51	21	72	94	217	311	54
WHAQ	TOTAL	232		43	43	59	128	187	2
	METRO	195		43	43	47	103	150	2
WHAQ FM	TOTAL	71	27	7	34	26	11	37	
	METRO	71	27	7	34	26	11	37	
WMBI	TOTAL	50		8	8	21	21	42	
	METRO	50		8	8	21	21	42	
WMDI FM	TOTAL	54					50	50	4
	METRO	42					38	38	4
WNUS	TOTAL	120	30	36	66	10	44	54	
	METRO	120	30	36	66	10	44	54	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

8.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.30AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	52		10	10	34	8	42	
	METRO	52		10	10	34	8	42	
WVON	TOTAL	75	14	36	50		11	11	14
	METRO	75	14	36	50		11	11	14
WVCA	TOTAL	75		27	27		48	48	
	METRO	75		27	27		48	48	
TOTAL LISTENING IN METRO AREA		7262	659	1303	1962	1611	3564	5175	125

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

9.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)		
		WAAF	TOTAL 57		7	7	50		
	METRO	57		7	7	50	50		
WAIT	TOTAL 433	7	74	81	76	276	352		
	METRO	416	7	74	81	76	259	335	
WBBM	TOTAL 314	24	55	79	28	207	235		
	METRO	264	24	23	47	28	189	217	
WBBM FM	TOTAL 3				3		3		
	METRO	3			3		3		
WCFL	TOTAL 182	58	44	102	44	36	80		
	METRO	176	58	38	96	44	36	80	
WDHF FM	TOTAL 167	51		51		116	116		
	METRO	167	51		51	116	116		
WFMF FM	TOTAL 168	34	42	76	24	68	92		
	METRO	168	34	42	76	24	68	92	
WFMT FM	TOTAL 124	7	29	36	50	38	88		
	METRO	124	7	29	36	50	38	88	
WGN	TOTAL 1767	210	358	568	319	867	1186	13	
	METRO	1691	210	332	542	315	821	1136	13
WIND	TOTAL 1797	91	256	347	630	801	1431	19	
	METRO	1793	91	256	347	626	801	1427	19
WJJD	TOTAL 333	49	36	85	121	127	248		
	METRO	231	39	36	75	83	73	156	
WKFM FM	TOTAL 107	20	27	47	16	44	60		
	METRO	107	20	27	47	16	44	60	
WLS	TOTAL 409	71	21	92	84	172	256	61	
	METRO	348	44	21	65	74	148	222	61
WHAQ	TOTAL 186	22	7	29	51	102	153	4	
	METRO	161	22	7	29	43	85	128	4
WHAQ FM	TOTAL 30	20		20	5	5	10		
	METRO	30	20		20	5	5	10	
WMBI	TOTAL 36		8	8		28	28		
	METRO	36		8	8		28	28	
WMBI FM	TOTAL 54					50	50	4	
	METRO	48				44	44	4	
WNUS	TOTAL 127	14	45	59	8	60	68		
	METRO	127	14	45	59	8	60	68	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

9.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)		
		WSDM FM	TOTAL 56	7	10	17	34		5
	METRO	56	7	10	17	34	5	39	
WVON	TOTAL 76	7	36	43	8	14	22	11	
	METRO	76	7	36	43	8	14	22	11
WHCA	TOTAL 69	5	36	41		28	28		
	METRO	64	5	36	36	28	28	28	
TOTAL LISTENING IN METRO AREA	6700	737	1158	1895	1607	3085	4692	113	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
9.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.30AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
HAAF	TOTAL METRO	79 79		21 21	21 21	55 55	3 3	58 58	
HAIT	TOTAL METRO	412 391	7 7	92 92	99 99	57 57	256 235	313 292	
WBBM	TOTAL METRO	283 239	27 27	40 16	67 43	26 26	190 170	216 196	
WBBM FM	TOTAL METRO	-1 -1							
WCFL	TOTAL METRO	162 159	51 51	42 39	93 90	44 44	25 25	69 69	
WDHF FM	TOTAL METRO	181 181	59 59	4 4	63 63		118 118	118 118	
WEFM FM	TOTAL METRO	26 22		22 22	22 22		4 4	4 4	
WFMF FM	TOTAL METRO	159 159	34 34	42 42	76 76	29 29	54 54	83 83	
WFMT FM	TOTAL METRO	93 93		29 29	29 29	26 26	38 38	64 64	
WGN	TOTAL METRO	1417 1350	156 156	276 265	432 421	279 275	695 643	974 918	11 11
WIND	TOTAL METRO	1596 1596	71 71	214 214	285 285	580 580	710 710	1290 1290	21 21
WJJD	TOTAL METRO	321 236	56 52	36 36	92 88	118 85	111 63	229 148	
WKFM FM	TOTAL METRO	109 109	20 20	27 27	47 47	16 16	46 46	62 62	
WLS	TOTAL METRO	363 337	67 58	7 7	74 65	66 63	147 133	213 196	76 76
WMAQ	TOTAL METRO	162 127	19 8		19 8	60 53	77 60	137 113	6 6
WMAQ FM	TOTAL METRO	12 12	7 7		7 7		5 5	5 5	
WMBI	TOTAL METRO	32 32		8 8	8 8		24 24	24 24	
WMBI FM	TOTAL METRO	70 70				1 1	65 65	66 66	4 4
WNUS	TOTAL METRO	68 68		16 16	16 16	8 8	44 44	52 52	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
9.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.30AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL METRO	59 59		17 17	17 17	31 31	11 11	42 42	
WVON	TOTAL METRO	75 75	7 7	36 36	43 43	5 5	16 16	21 21	11 11
HWCA	TOTAL METRO	55 50	5 5	22 22	27 22		28 28	28 28	
TOTAL LISTENING IN METRO AREA		5998	654	1035	1689	1459	2712	4171	138

CHICAGO
MAY 1965

**AVERAGE QUARTER-HOUR
Listening Estimates**

MONDAY-FRIDAY
10.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL METRO	56		14	14	42		42	
WAIT TOTAL METRO	465	7	93	100	63	302	365	
WBBM TOTAL METRO	539	72	116	188	23	326	349	2
WBBM FM TOTAL METRO	-1							
WCFL TOTAL METRO	193	68	58	126	37	30	67	
WDHF FM TOTAL METRO	202	66	4	70		132	132	
WEFM FM TOTAL METRO	51	7	29	36	5	10	15	
WFHF FM TOTAL METRO	175	34	42	76	29	70	99	
WFMT FM TOTAL METRO	92		7	7	42	43	85	
WGN TOTAL METRO	725	91	190	281	142	295	437	7
WIND TOTAL METRO	1127	46	217	263	386	461	847	17
WJJD TOTAL METRO	381	52	54	106	144	131	275	
WKFH FM TOTAL METRO	119	27	27	54	16	49	65	
WLS TOTAL METRO	267	70	7	77	49	107	156	34
WMAQ TOTAL METRO	183	9	14	23	56	100	156	4
WMAQ FM TOTAL METRO	14					14	14	
WMBI TOTAL METRO	51		8	8	13	30	43	
WMBI FM TOTAL METRO	76		7	7	12	57	69	
WNUS TOTAL METRO	91	3	39	42	8	41	49	

CHICAGO
MAY 1965

**AVERAGE QUARTER-HOUR
Listening Estimates**

MONDAY-FRIDAY
10.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	56		17	17	34	5	39	
WVON TOTAL METRO	79	7	36	43	5	16	21	15
WVON FM TOTAL METRO	26					26	26	
TOTAL LISTENING IN METRO AREA	5407	624	1073	1697	1187	2433	3620	90

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

10.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	40		14	14	26		26	
WAAF METRO	40		14	14	26		26	
WAIT TOTAL	447	7	107	114	55	278	333	
WAIT METRO	427	7	107	114	55	258	313	
WBBM TOTAL	537	70	102	172	21	344	365	
WBBM METRO	455	70	63	133	21	301	322	
WBBM FM TOTAL	17		14	14	3		3	
WBBM FM METRO	17		14	14	3		3	
WCFL TOTAL	246	71	108	179	34	33	67	
WCFL METRO	243	71	105	176	34	33	67	
WDHF FM TOTAL	196	66	2	68	6	122	128	
WDHF FM METRO	196	66	2	68	6	122	128	
WEFM FM TOTAL	64	7	29	36	18	10	28	
WEFM FM METRO	59	7	29	36	18	5	23	
WFMF FM TOTAL	184	34	42	76	24	84	108	
WFMF FM METRO	184	34	42	76	24	84	108	
WFMT FM TOTAL	86		7	7	36	43	79	
WFMT FM METRO	86		7	7	36	43	79	
WGN TOTAL	649	101	176	277	110	258	368	4
WGN METRO	614	92	176	268	102	240	342	4
WIND TOTAL	1062	32	235	267	361	421	782	13
WIND METRO	1062	32	235	267	361	421	782	13
WJJD TOTAL	378	59	58	117	136	125	261	
WJJD METRO	273	59	58	117	96	60	156	
WKFM FM TOTAL	101	20	27	47	10	44	54	
WKFM FM METRO	101	20	27	47	10	44	54	
WLS TOTAL	266	72	7	79	53	102	155	32
WLS METRO	225	54	7	61	46	86	132	32
WMAQ TOTAL	198	28	7	35	79	84	163	
WMAQ METRO	162	6	7	13	79	70	149	
WMAQ FM TOTAL	11					11	11	
WMAQ FM METRO	11					11	11	
WMBI TOTAL	70		8	8	13	49	62	
WMBI METRO	70		8	8	13	49	62	
WMBI FM TOTAL	65		7	7	9	49	58	
WMBI FM METRO	65		7	7	9	49	58	
WNUS TOTAL	55	7	14	21	10	24	34	
WNUS METRO	55	7	14	21	10	24	34	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

10.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	62	13	10	23	34	5	39	
WSDM FM METRO	62	13	10	23	34	5	39	
WVON TOTAL	72	7	36	43	5	5	10	19
WVON METRO	72	7	36	43	5	5	10	19
WVCA TOTAL	40					40	40	
WVCA METRO	40					40	40	
TOTAL LISTENING IN METRO AREA	5254	628	1109	1737	1133	2311	3444	73

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MONDAY-FRIDAY

MAY 1965

11.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.00AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL	40		14	14	26		26	
	METRO	40		14	14	26		26	
WAIT	TOTAL	394	7	86	93	55	246	301	
	METRO	378	7	86	93	55	230	285	
WBBM	TOTAL	575	70	114	184	32	359	391	
	METRO	500	70	75	145	32	323	355	
WBBM FM	TOTAL	22		14	14	8		8	
	METRO	22		14	14	8		8	
WCFL	TOTAL	231	68	89	157	38	36	74	
	METRO	225	68	83	151	38	36	74	
WDHF FM	TOTAL	183	66	14	80	6	97	103	
	METRO	183	66	14	80	6	97	103	
WEFM FM	TOTAL	63	7	36	43	16	4	20	
	METRO	59	7	36	43	16		16	
WFME FM	TOTAL	166	34	42	76	22	68	90	
	METRO	166	34	42	76	22	68	90	
WFMT FM	TOTAL	50		7	7	21	22	43	
	METRO	50		7	7	21	22	43	
WGN	TOTAL	574	77	195	272	95	207	302	
	METRO	537	67	190	257	90	190	280	
WIND	TOTAL	900	39	223	262	240	387	627	11
	METRO	900	39	223	262	240	387	627	11
WJJD	TOTAL	290	32	58	90	107	93	200	
	METRO	195	30	58	88	70	37	107	
WKFM FM	TOTAL	109	20	35	55	10	44	54	
	METRO	109	20	35	55	10	44	54	
WLS	TOTAL	224	83	13	96	53	34	87	41
	METRO	169	44	7	51	48	29	77	41
WHAQ	TOTAL	221	12	21	33	78	110	188	
	METRO	201	6	21	27	78	96	174	
WHAQ FM	TOTAL	5					5	5	
	METRO	5					5	5	
WHBI	TOTAL	33				9	24	33	
	METRO	32				8	24	32	
WHBI FM	TOTAL	59				7	52	59	
	METRO	59				7	52	59	
WNUS	TOTAL	34	3	18	21	5	8	13	
	METRO	34	3	18	21	5	8	13	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MONDAY-FRIDAY

MAY 1965

11.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.00AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	60	6	10	16	33	11	44	
	METRO	60	6	10	16	33	11	44	
WVON	TOTAL	63	3	36	39	5		5	19
	METRO	63	3	36	39	5		5	19
WVCA	TOTAL	32					32	32	
	METRO	32					32	32	
TOTAL LISTENING IN METRO AREA		4705	544	1108	1652	934	2042	2976	77

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

11.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
		WAAF	40	14	14	26		
WAAF METRO	40	14	14	26		26		
WAIT	366	7	78	85	57	224	281	
WAIT METRO	357	7	78	85	57	215	272	
WBBM	688	70	63	133	82	473	555	
WBBM METRO	600	70	23	93	82	425	507	
WBDH FM	26				26		26	
WBDH FM METRO	26				26		26	
WCFL	239	61	91	152	37	50	87	
WCFL METRO	236	61	91	152	34	50	84	
WDHF FM	172	66	14	80		92	92	
WDHF FM METRO	172	66	14	80		92	92	
WEFM FM	67	7	36	43	16	8	24	
WEFM FM METRO	63	7	36	43	16	4	20	
WFHF FM	166	34	42	76	19	71	90	
WFHF FM METRO	166	34	42	76	19	71	90	
WFMT FM	41		7	7	23	11	34	
WFMT FM METRO	41		7	7	23	11	34	
WGN	550	48	189	237	108	205	313	
WGN METRO	518	37	185	222	105	191	296	
WIND	839	53	205	258	207	365	572	
WIND METRO	839	53	205	258	207	365	572	
WJJD	296	45	68	113	97	86	183	
WJJD METRO	201	40	68	108	56	37	93	
WKFM FM	103	20	35	55	10	38	48	
WKFM FM METRO	103	20	35	55	10	38	48	
WLS	250	101	13	114	58	39	97	
WLS METRO	208	75	7	82	53	34	87	
WMAQ	207	6	30	36	64	107	171	
WMAQ METRO	195	6	30	36	64	95	159	
WMAQ FM	-1							
WMAQ FM METRO	-1							
WMBI	43				12	31	43	
WMBI METRO	41				10	31	41	
WMBI FM	70		7	7	9	54	63	
WMBI FM METRO	70		7	7	9	54	63	
WNUS	55	7	32	39		16	16	
WNUS METRO	55	7	32	39		16	16	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

11.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
		WSDH FM	63	6	10	16	36	
WSDH FM METRO	63	6	10	16	36	11	47	
WVDN	67	7	36	43	5		5	
WVDN METRO	67	7	36	43	5		5	
WHCA	27		3	3		24	24	
WHCA METRO	27		3	3		24	24	
TOTAL LISTENING IN METRO AREA	4671	578	1010	1588	937	2070	3007	
							76	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

12.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

12.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
			WAAF	TOTAL METRO	17 17		14 14	14 14	
WAIT	TOTAL METRO	367 358	24 24	78 78	102 102	54 54	211 202	265 256	
WBBM	TOTAL METRO	628 561	89 89	68 30	157 119	51 51	420 391	471 442	
WBBM FM	TOTAL METRO	33 33		7 7	7 7	26 26		26 26	
WCFL	TOTAL METRO	357 332	96 89	134 127	230 216	42 39	77 69	119 108	8 8
WDHF FM	TOTAL METRO	176 176	66 66	7 7	73 73		100 100	100 100	3 3
WEFM FM	TOTAL METRO	74 70	7 7	36 36	43 43	16 16	15 11	31 27	
WFME FM	TOTAL METRO	173 173	41 41	42 42	83 83	22 22	68 68	90 90	
WFMT FM	TOTAL METRO	41 41	7 7		7 7	23 23	11 11	34 34	
WGN	TOTAL METRO	321 302	10 10	138 129	148 139	71 71	102 92	173 163	
WIND	TOTAL METRO	754 750	63 63	190 190	253 253	172 168	329 329	501 497	
WJJD	TOTAL METRO	215 170	38 33	72 72	110 105	81 45	24 20	105 65	
WKFM FM	TOTAL METRO	103 95	14 14	35 27	49 41	10 10	44 44	54 54	
WLS	TOTAL METRO	240 194	68 51	13 7	81 58	62 53	49 44	111 97	48 39
WHAQ	TOTAL METRO	160 135	10 6	27 27	37 33	33 32	90 70	123 102	
WHAQ FM	TOTAL METRO	5 5				5 5		5 5	
WMBI	TOTAL METRO	75 75		26 26	26 26		49 49	49 49	
WMBI FM	TOTAL METRO	52 52		4 4	4 4		48 48	48 48	
WNUS	TOTAL METRO	28 28		14 14	14 14		14 14	14 14	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

12.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

12.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
			WSDM FM	TOTAL METRO	68 68	6 6	10 10	16 16	
WVON	TOTAL METRO	57 57	3 3	36 36	39 39	3 3		3 3	15 15
WwCA	TOTAL METRO	35 35		11 11	11 11			24 24	24 24
TOTAL LISTENING IN METRO AREA		4369	583	1023	1606	768	1928	2696	67

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

12.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

12.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)
WAAF TOTAL METRO	20 20	3 3	14 14	17 17	3 3		3 3	
WAIT TOTAL METRO	326 318	20 20	78 78	98 98	45 45	183 175	228 220	
WBBM TOTAL METRO	512 463	80 80	61 30	141 110	45 45	326 308	371 353	
WBBM FM TOTAL METRO	17 17		7 7	7 7	10 10		10 10	
WCFL TOTAL METRO	204 204	76 76	78 78	154 154	16 16	34 34	50 50	
WDHF FM TOTAL METRO	148 148	66 66		66 66		82 82	82 82	
WEFM FM TOTAL METRO	87 85	7 7	42 42	49 49	16 16	22 20	38 36	
WFMT FM TOTAL METRO	170 170	41 41	42 42	83 83	27 27	60 60	87 87	
WFMT FM TOTAL METRO	21 21				10 10	11 11	21 21	
WGN TOTAL METRO	220 200	7 7	112 101	119 108	59 59	42 33	101 92	
WIND TOTAL METRO	629 621	39 39	146 146	185 185	152 148	292 288	444 436	
WJJD TOTAL METRO	261 217	40 30	98 98	138 128	91 61	32 28	123 89	
WKFM FM TOTAL METRO	106 95	17 14	35 27	52 41	10 10	44 44	54 54	
WLS TOTAL METRO	318 252	112 85		112 85	70 66	41 29	111 95	95 72
WHAQ TOTAL METRO	122 103	18 16	14 14	32 30	25 23	65 50	90 73	
WHAQ FM TOTAL METRO	-1 -1							
WMBI TOTAL METRO	33 25		2 2	2 2		31 23	31 23	
WMBI FM TOTAL METRO	37 33				4	33 33	37 33	
WNUS TOTAL METRO	34 34	34 34		34 34				

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

12.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

12.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)
WSDM FM TOTAL METRO	47 47		10 10	10 10	34 34	3 3	37 37	
WVON TOTAL METRO	51 51		36 36	36 36			15 15	
WNCA TOTAL METRO	24 24					24 24	24 24	
TOTAL LISTENING IN METRO AREA	3763	592	841	1433	671	1572	2243	87

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

1.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

1.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	40		14	14	26		26	
WAAF METRO	40		14	14	26		26	
WAIT TOTAL	299		78	78	39	182	221	
WAIT METRO	287		78	78	39	170	209	
WBBM TOTAL	493	68	102	170	32	291	323	
WBBM METRO	423	68	72	140	32	251	283	
WBBM FM TOTAL	3				3		3	
WBBM FM METRO	3				3		3	
WCFL TOTAL	192	80	53	133	17	42	59	
WCFL METRO	192	80	53	133	17	42	59	
WDHF FM TOTAL	163	66		66	10	87	97	
WDHF FM METRO	163	66		66	10	87	97	
WEFM FM TOTAL	62	7	29	36	5	21	26	
WEFM FM METRO	62	7	29	36	5	21	26	
WFMF FM TOTAL	160	37	42	79	29	52	81	
WFMF FM METRO	160	37	42	79	29	52	81	
WFMT FM TOTAL	77		7	7	57	13	70	
WFMT FM METRO	77		7	7	57	13	70	
WGN TOTAL	299	49	128	177	45	77	122	
WGN METRO	272	39	114	153	42	77	119	
WIND TOTAL	675	46	150	196	196	283	479	
WIND METRO	669	46	150	196	192	281	473	
WJJD TOTAL	282	40	98	138	87	57	144	
WJJD METRO	238	30	98	128	57	53	110	
WKFM FM TOTAL	111	24	35	59	5	47	52	
WKFM FM METRO	93	20	27	47	5	41	46	
WLS TOTAL	295	78		78	77	71	148	69
WLS METRO	245	63		63	67	59	126	56
WHAQ TOTAL	113	13	14	27	40	46	86	
WHAQ METRO	103	13	14	27	32	44	76	
WHAQ FM TOTAL	11					11	11	
WHAQ FM METRO	11					11	11	
WHBI TOTAL	28					28	28	
WHBI METRO	28					28	28	
WHBI FM TOTAL	33					33	33	
WHBI FM METRO	33					33	33	
WNUS TOTAL	18		4	4		14	14	
WNUS METRO	18		4	4		14	14	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

1.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

1.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	80	7	10	17	52	11	63	
WSDM FM METRO	80	7	10	17	52	11	63	
WVON TOTAL	51		36	36			15	
WVON METRO	51		36	36			15	
WVCA TOTAL	16					16	16	
WVCA METRO	16					16	16	
TOTAL LISTENING IN METRO AREA	3723	529	855	1384	718	1550	2268	71

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

1.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

1.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	33		7	7	26		26	
WAAF METRO	33		7	7	26		26	
WAIT TOTAL	289		68	68	30	191	221	
WAIT METRO	273		68	68	30	175	205	
WBBM TOTAL	450	68	102	170	29	251	280	
WBBM METRO	377	68	72	140	29	208	237	
WBBM FM TOTAL	-1							
WBBM FM METRO	-1							
WCFL TOTAL	213	68	88	156	17	40	57	
WCFL METRO	213	68	88	156	17	40	57	
WDHF FM TOTAL	156	66		66	10	80	90	
WDHF FM METRO	156	66		66	10	80	90	
WEFM FM TOTAL	62	7	29	36	5	21	26	
WEFM FM METRO	62	7	29	36	5	21	26	
WFMF FM TOTAL	151	34	42	76	29	46	75	
WFMF FM METRO	151	34	42	76	29	46	75	
WFMT FM TOTAL	83	3	7	10	52	21	73	
WFMT FM METRO	83	3	7	10	52	21	73	
WGN TOTAL	537	119	204	323	66	141	207	7
WGN METRO	491	103	192	295	56	133	189	7
WIND TOTAL	620	36	153	189	176	255	431	
WIND METRO	616	36	153	189	172	255	427	
WJJD TOTAL	238	35	87	122	58	58	116	
WJJD METRO	196	30	87	117	32	47	79	
WKFM FM TOTAL	117	24	35	59	8	50	58	
WKFM FM METRO	90	20	27	47	5	38	43	
WLS TOTAL	296	101	18	119	70	55	125	52
WLS METRO	236	77		77	62	50	112	47
WHAQ TOTAL	143	19	21	40	51	52	103	
WHAQ METRO	129	13	21	34	43	52	95	
WHAQ FM TOTAL	16				5	11	16	
WHAQ FM METRO	16				5	11	16	
WMBI TOTAL	38				5	33	38	
WMBI METRO	38				5	33	38	
WMBI FM TOTAL	33					33	33	
WMBI FM METRO	33					33	33	
WNUS TOTAL	15		7	7		8	8	
WNUS METRO	15		7	7		8	8	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

1.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

1.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	75	7	10	17	47	11	58	
WSDM FM METRO	75	7	10	17	47	11	58	
WVON TOTAL	51		36	36			15	
WVON METRO	51		36	36			15	
WVCA TOTAL	16					16	16	
WVCA METRO	16					16	16	
TOTAL LISTENING IN METRO AREA	3786	586	964	1550	688	1478	2166	70

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MONDAY-FRIDAY

MAY 1965

2.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

2.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
			WAAF	TOTAL METRO	26 26				
WAIT	TOTAL METRO	272 260		70 70	70 70	29 29	173 161	202 190	
WBBM	TOTAL METRO	516 407	54 54	137 85	191 139	31 31	294 237	325 268	
WBBM FM	TOTAL METRO	-1 -1							
WCFL	TOTAL METRO	207 207	76 76	73 73	149 149	21 21	37 37	58 58	
WDHF FM	TOTAL METRO	181 181	72 72	13 13	85 85	10 10	86 86	96 96	
WEFM FM	TOTAL METRO	56 56	7 7	22 22	29 29		27 27	27 27	
WFME FM	TOTAL METRO	154 154	34 34	34 34	68 68	32 32	54 54	86 86	
WFMT FM	TOTAL METRO	65 65	7 7		7 7	42 42	16 16	58 58	
WGN	TOTAL METRO	516 476	112 96	215 209	327 305	53 44	129 120	182 164	7 7
WIND	TOTAL METRO	554 550	27 27	129 129	156 156	171 167	227 227	398 394	
WJJD	TOTAL METRO	251 196	37 32	98 80	135 112	55 37	61 47	116 84	
WKFM FM	TOTAL METRO	128 106	20 20	42 35	62 55	13 10	53 41	66 51	
WLS	TOTAL METRO	346 299	80 57	7 7	87 64	108 98	72 62	180 160	79 75
WMAQ	TOTAL METRO	138 119	17 6	18 18	35 24	51 43	52 52	103 95	
WMAQ FM	TOTAL METRO	29 29				5 5	24 24	29 29	
WMBI	TOTAL METRO	24 24				5 5	19 19	24 24	
WMBI FM	TOTAL METRO	33 33					33 33	33 33	
WNUS	TOTAL METRO	25 25		11 11	11 11		14 14	14 14	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MONDAY-FRIDAY

MAY 1965

2.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

2.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
			WSDM FM	TOTAL METRO	83 83	7 7	24 24	31 31	
WVON	TOTAL METRO	90 90		71 71	71 71				19 19
WNCA	TOTAL METRO	16 16					16 16	16 16	
TOTAL LISTENING IN METRO AREA		3893	555	984	1539	719	1531	2250	104

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
2.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

2.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
		WAAF	TOTAL METRO	21			21	
WAIT	TOTAL METRO	291	7	76	83	32	176	208
		278	7	76	83	32	163	195
WBBM	TOTAL METRO	510	51	137	188	31	291	322
		404	51	82	133	31	240	271
WBBM FM	TOTAL METRO	-1						
		-1						
WCFL	TOTAL METRO	225	85	77	162	18	45	63
		225	85	77	162	18	45	63
WDHF FM	TOTAL METRO	148	72		72		76	76
		148	72		72		76	76
WEFM FM	TOTAL METRO	61	7	22	29		32	32
		61	7	22	29		32	32
WFMF FM	TOTAL METRO	149	34	34	68	32	49	81
		149	34	34	68	32	49	81
WFMT FM	TOTAL METRO	46	7		7	23	16	39
		46	7		7	23	16	39
WGN	TOTAL METRO	530	151	193	344	46	138	184
		497	135	193	328	38	129	167
WIND	TOTAL METRO	617	61	157	218	169	230	399
		614	61	157	218	166	230	396
WJJD	TOTAL METRO	206	21	78	99	51	56	107
		175	16	72	88	40	47	87
WKFM FM	TOTAL METRO	135	20	49	69	16	50	66
		110	20	42	62	10	38	48
WLS	TOTAL METRO	428	113	35	148	78	77	155
		337	94	11	105	64	67	131
WMAQ	TOTAL METRO	163	17	26	43	46	74	120
		152	6	26	32	46	74	120
WMAQ FM	TOTAL METRO	10				5	5	10
		10				5	5	10
WMBI	TOTAL METRO	9					9	9
		9					9	9
WMBI FM	TOTAL METRO	33					33	33
		33					33	33
WNUS	TOTAL METRO	35		27	27		8	8
		35		27	27		8	8

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
2.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

2.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
		WSDM FM	TOTAL METRO	52	7		7	
		52	7		7	31	14	45
WVON	TOTAL METRO	81		57	57	3		3
		81		57	57	3		3
HWCA	TOTAL METRO	16					16	16
		16					16	16
TOTAL LISTENING IN METRO AREA		3964	660	993	1653	644	1540	2184
								127

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

3.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

3.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WAAF TOTAL METRO	16 16				16 16			16 16	
WAIT TOTAL METRO	284 276	3 3	63 63	66 66	37 37	181 173	218 210		
WBBM TOTAL METRO	410 351	57 57	54 23	111 80	37 37	258 230	295 267	4 4	
WBBM FM TOTAL METRO	3 3				3 3		3 3		
WCFL TOTAL METRO	229 229	85 85	73 73	158 158	24 24	45 45	69 69	2 2	
WDHF FM TOTAL METRO	172 172	72 72	14 14	86 86		84 84	84 84	2 2	
WEFH FM TOTAL METRO	49 49	7 7	22 22	29 29		20 20	20 20		
WFMF FM TOTAL METRO	141 141	34 34	34 34	68 68	29 29	44 44	73 73		
WFMT FM TOTAL METRO	66 66	3 3	4 4	7 7	34 34	21 21	55 55	4 4	
WGN TOTAL METRO	583 554	183 167	158 158	341 325	43 39	188 179	231 218	11 11	
WIND TOTAL METRO	571 567	75 75	160 160	235 235	146 142	188 188	334 330	2 2	
WJJD TOTAL METRO	199 184	23 23	64 58	87 81	57 57	55 46	112 103		
WKFM FM TOTAL METRO	109 98	20 20	35 35	55 55	13 10	41 33	54 43		
WLS TOTAL METRO	652 566	117 94	14 14	131 108	106 92	53 46	159 138	362 320	
WMAQ TOTAL METRO	173 169		50 50	50 50	39 39	77 77	116 116	7 3	
WMAQ FM TOTAL METRO	13 13	3 3		3 3	5 5	5 5	10 10		
WMBI TOTAL METRO	4 4					4 4	4 4		
WMBI FM TOTAL METRO	50 50				12 12	38 38	50 50		
WNUS TOTAL METRO	55 55		30 30	30 30	3 3	22 22	25 25		

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

3.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

3.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WSDM FM TOTAL METRO	44 44				29 29	11 11	40 40	4 4	
WVON TOTAL METRO	70 70	7 7	50 50	57 57	5 5		5 5	8 8	
WVCA TOTAL METRO	16 16					16 16	16 16		
TOTAL LISTENING IN METRO AREA	4166	711	885	1596	682	1527	2209	361	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

3.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

3.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
			WAAF	TOTAL METRO	23 23				23 23	
WAIT	TOTAL METRO	277 265		79 79	79 79	20 20	178 166	198 186		
WBBM	TOTAL METRO	411 356	63 63	68 38	131 101	49 49	231 206	280 255		
WBBM FM	TOTAL METRO	8 8				5 5	3 3	8 8		
WCFL	TOTAL METRO	212 212	97 97	56 56	153 153	18 18	35 35	53 53	6 6	
WDHF FM	TOTAL METRO	201 201	72 72	14 14	86 86	14 14	97 97	111 111	4 4	
WEFM FM	TOTAL METRO	53 53		22 22	22 22	5 5	26 26	31 31		
WFMF FM	TOTAL METRO	143 143	34 34	34 34	68 68	27 27	48 48	75 75		
WFMT FM	TOTAL METRO	50 50	7 7	7 7	14 14	21 21	11 11	32 32	4 4	
WGN	TOTAL METRO	545 523	131 115	180 180	311 295	49 49	156 150	205 199	29 29	
WIND	TOTAL METRO	642 635	112 112	182 182	294 294	152 149	192 188	344 337	4 4	
WJJD	TOTAL METRO	280 253	66 57	81 69	147 126	70 70	63 57	133 127		
WKFM FM	TOTAL METRO	123 112	34 34	35 35	69 69	13 10	41 33	54 43		
WLS	TOTAL METRO	913 801	110 77	17 11	127 88	119 104	58 54	177 158	609 555	
WMAQ	TOTAL METRO	144 129	11 11	21 21	32 21	38 38	67 67	105 105	7 3	
WMAQ FM	TOTAL METRO	20 20	7 7		7 7	5 5	8 8	13 13		
WMBI	TOTAL METRO	7 4	3 3		3 3		4 4	4 4		
WMBI FM	TOTAL METRO	53 53				15 15	38 38	53 53		
WNUS	TOTAL METRO	74 74	7 7	34 34	41 41		33 33	33 33		

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

3.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

3.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
			WSDM FM	TOTAL METRO	40 40				31 31	5 5
WVON	TOTAL METRO	65 65		50 50	50 50	5 5		5 5	10 10	
WVCA	TOTAL METRO	16 16					16 16	16 16		
TOTAL LISTENING IN METRO AREA		4496	743	910	1653	722	1499	2221	622	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

4.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

4.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
		WAAF	TOTAL 21				21	
	METRO	21			21		21	
WAIT	TOTAL 258	17	57	74	35	149	184	
	METRO	249	17	57	74	35	175	
WBBM	TOTAL 404	44	82	126	45	233	278	
	METRO	363	44	51	95	45	268	
WBBM FM	TOTAL 10				5	5	10	
	METRO	10			5	5	10	
WCFL	TOTAL 254	86	44	130	57	60	117	7
	METRO	254	86	44	130	57	117	7
WDHF FM	TOTAL 236	75	14	89	23	117	140	7
	METRO	236	75	14	89	23	140	7
WEFM FM	TOTAL 51		22	22	5	24	29	
	METRO	51		22	5	24	29	
WFHF FM	TOTAL 153	34	34	68	9	76	85	
	METRO	153	34	34	68	9	85	
WFMT FM	TOTAL 45	7	7	14	23	8	31	
	METRO	45	7	7	23	8	31	
WGN	TOTAL 559	130	180	310	49	179	228	21
	METRO	520	130	152	282	49	217	21
WIND	TOTAL 742	148	216	364	168	208	376	2
	METRO	738	148	216	364	168	372	2
WJJD	TOTAL 235	61	83	144	50	36	86	5
	METRO	227	61	83	144	47	83	5
WKFM FM	TOTAL 147	47	35	82	21	44	65	
	METRO	133	47	35	82	16	51	
WLS	TOTAL 1130	170	25	195	100	63	163	772
	METRO	992	144	25	169	74	131	692
WMAQ	TOTAL 160	12	39	51	41	56	97	12
	METRO	148	7	39	46	41	95	7
WMAQ FM	TOTAL 11	3		3	5	3	8	
	METRO	11	3		3	5	8	
WMBI	TOTAL 12	3	5	8		4	4	
	METRO	9		5		4	4	
WMBI FM	TOTAL 46		7	7	6	33	39	
	METRO	46		7	7	6	33	
WNUS	TOTAL 76	20	35	55	5	16	21	
	METRO	76	20	35	55	5	21	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

4.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

4.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
		WSDM FM	TOTAL 62	7		7	26	
	METRO	62	7		7	26	42	13
WVON	TOTAL 56		50	50				6
	METRO	56		50				6
WKCA	TOTAL 20		3	3		16	16	1
	METRO	20		3		16	16	1
TOTAL LISTENING IN METRO AREA	4898	885	951	1836	715	1577	2292	770

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

4.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

4.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL METRO	21 21				21 21		21 21	
WAIT TOTAL METRO	253 249	44 44	47 47	91 91	33 33	127 123	160 156	2 2
WBBM TOTAL METRO	497 434	40 40	130 96	170 136	67 67	260 231	327 298	
WBBM FM TOTAL METRO	21 21				10 10	11 11	21 21	
WCFL TOTAL METRO	246 242	71 69	59 59	130 128	46 44	63 63	109 107	7 7
WDHF FM TOTAL METRO	249 249	56 56	18 18	74 74	28 28	140 140	168 168	7 7
WEFM FM TOTAL METRO	54 54		22 22	22 22	5 5	27 27	32 32	
WFHF FM TOTAL METRO	167 167	27 27	45 45	72 72	14 14	81 81	95 95	
WFMT FM TOTAL METRO	58 58	3 3	8 8	11 11	23 23	24 24	47 47	
WGN TOTAL METRO	789 745	135 135	357 321	492 456	77 77	204 196	281 273	16 16
WIND TOTAL METRO	771 771	131 131	261 261	392 392	181 181	191 191	372 372	7 7
WJJD TOTAL METRO	231 216	10 10	134 127	144 137	37 34	45 45	82 79	5
WKFM FM TOTAL METRO	136 122	47 47	27 27	74 74	16 10	46 38	62 48	
WLS TOTAL METRO	1331 1177	176 168	58 36	234 204	117 91	80 80	197 171	900 802
WMAQ TOTAL METRO	225 223	15 15	86 86	101 101	46 44	71 71	117 115	7 7
WMAQ FM TOTAL METRO	9 9		4 4	4 4	5 5		5 5	
WMBI TOTAL METRO	61 61		54 54	54 54		7 7	7 7	
WMBI FM TOTAL METRO	64 64		14 14	14 14	6 6	44 44	50 50	
WNUS TOTAL METRO	99 99	24 24	46 46	70 70	5 5	24 24	29 29	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

4.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

4.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	56 56				31 31	14 14	45 45	11 11
WVON TOTAL METRO	81 81	20 20	50 50	70 70				11 11
HWCA TOTAL METRO	16 16					16 16	16 16	
TOTAL LISTENING IN METRO AREA	5514	849	1379	2228	799	1602	2401	885

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

5.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

5.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)		
WAAF	TOTAL	31			31		31		
	METRO	31			31		31		
WAIT	TOTAL	417	108	110	218	67	129	196	3
	METRO	405	108	102	210	67	125	192	3
WBBM	TOTAL	604	70	90	160	86	358	444	
	METRO	554	70	76	146	86	322	408	
WBBM FM	TOTAL	27		4	4	18	5	23	
	METRO	27		4	4	18	5	23	
WCFL	TOTAL	230	78	52	130	37	57	94	6
	METRO	224	75	52	127	34	57	91	6
WDHF FM	TOTAL	212	16	46	62	19	120	139	11
	METRO	212	16	46	62	19	120	139	11
WEFM FM	TOTAL	51		20	20	5	26	31	
	METRO	51		20	20	5	26	31	
WFHF FM	TOTAL	160		59	59	17	84	101	
	METRO	160		59	59	17	84	101	
WFMT FM	TOTAL	123	7	60	67	29	27	56	
	METRO	123	7	60	67	29	27	56	
WGN	TOTAL	789	189	318	507	46	221	267	15
	METRO	741	189	286	475	46	205	251	15
WIND	TOTAL	657	127	200	327	173	151	324	6
	METRO	657	127	200	327	173	151	324	6
HJJD	TOTAL	211	7	102	109	60	37	97	5
	METRO	200	7	96	103	60	37	97	5
WKFM FM	TOTAL	105	24	26	50	11	44	55	
	METRO	90	24	26	50	5	35	40	
WLS	TOTAL	1494	152	48	200	219	155	374	920
	METRO	1272	147	33	180	162	143	305	787
WMAQ	TOTAL	166	11	50	61	30	66	96	9
	METRO	166	11	50	61	30	66	96	9
WMAQ FM	TOTAL	9		4	4	5		5	
	METRO	9		4	4	5		5	
WMBI	TOTAL	54		38	38		16	16	
	METRO	54		38	38		16	16	
WMBI FM	TOTAL	49		4	4	7	38	45	
	METRO	49		4	4	7	38	45	
WNUS	TOTAL	89	17	32	49	5	35	40	
	METRO	89	17	32	49	5	35	40	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

5.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

5.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)		
WSDM FM	TOTAL	61		7	7	31	16	47	7
	METRO	61		7	7	31	16	47	7
WVON	TOTAL	120	20	50	70	33		33	17
	METRO	120	20	50	70	33		33	17
WVCA	TOTAL	40		22	22		18	18	
	METRO	40		22	22		18	18	
TOTAL LISTENING IN METRO AREA		5671	883	1342	2225	956	1609	2565	881

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
5.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

5.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
			WAAF	TOTAL METRO	82		53	53	
		82		53	53	29		29	
WAIT	TOTAL METRO	399	88	76	164	93	132	225	10
		395	88	76	164	93	128	221	10
WBBM	TOTAL METRO	573	56	95	151	85	337	422	
		514	56	89	145	85	284	369	
WBBM FM	TOTAL METRO	21				21		21	
		21				21		21	
WCFL	TOTAL METRO	162	27	47	74	14	67	81	7
		158	24	47	71	13	67	80	7
WDHF FM	TOTAL METRO	266	16	76	92	16	136	152	22
		266	16	76	92	16	136	152	22
WEFM FM	TOTAL METRO	55		22	22		31	31	2
		55		22	22		31	31	2
WFMF FM	TOTAL METRO	220		92	92	17	108	125	3
		220		92	92	17	108	125	3
WFMT FM	TOTAL METRO	58	7	32	39	16	3	19	
		58	7	32	39	16	3	19	
WGN	TOTAL METRO	613	78	239	317	63	224	287	9
		585	78	222	300	63	213	276	9
WIND	TOTAL METRO	492	102	86	188	143	159	302	2
		492	102	86	188	143	159	302	2
WJJD	TOTAL METRO	189	32	43	75	65	42	107	7
		184	32	43	75	65	42	107	2
WKFM FM	TOTAL METRO	111	17	24	41	21	49	70	
		98	17	24	41	16	41	57	
WLS	TOTAL METRO	1509	180	61	241	266	123	389	879
		1313	178	61	239	172	115	287	787
WMAQ	TOTAL METRO	203	7	97	104	29	56	85	14
		203	7	97	104	29	56	85	14
WMAQ FM	TOTAL METRO	13				13		13	
		13				13		13	
WMBI	TOTAL METRO	36		20	20		16	16	
		36		20	20		16	16	
WMBI FM	TOTAL METRO	43		4	4	6	33	39	
		43		4	4	6	33	39	
WNUS	TOTAL METRO	97	27	46	73	10	14	24	
		97	27	46	73	10	14	24	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
5.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

5.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
			WSDM FM	TOTAL METRO	87		23	23	
		87		23	23	35	22	57	7
WVON	TOTAL METRO	125	20	50	70	36		36	19
		125	20	50	70	36		36	19
WVCA	TOTAL METRO	12				12		12	
		12				12		12	
TOTAL LISTENING IN METRO AREA		5407	717	1243	1960	961	1574	2535	912

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

6.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	65	7	53	60	5		5	
WAAF METRO	65	7	53	60	5		5	
WAIT TOTAL	351	58	73	131	60	146	206	14
WAIT METRO	351	58	73	131	60	146	206	14
WBBM TOTAL	372	48	52	100	45	227	272	
WBBM METRO	298	48	34	82	45	171	216	
WOBM FM TOTAL	20		4	4	16		16	
WOBM FM METRO	20		4	4	16		16	
WCFL TOTAL	189	40	57	97	10	71	81	11
WCFL METRO	186	37	57	94	10	71	81	11
WDHF FM TOTAL	260	16	62	78	16	140	156	26
WDHF FM METRO	260	16	62	78	16	140	156	26
WEFM FM TOTAL	120		74	74		42	42	4
WEFM FM METRO	120		74	74		42	42	4
WFMY FM TOTAL	195		68	68	6	186	122	5
WFMY FM METRO	195		68	68	6	116	122	5
WFRT FM TOTAL	47	7	20	27	10	10	20	
WFRT FM METRO	47	7	20	27	10	10	20	
WGN TOTAL	719	90	369	399	67	243	310	4
WGN METRO	650	90	310	340	67	239	306	4
WIND TOTAL	440	63	135	198	51	187	238	4
WIND METRO	440	63	135	198	51	187	238	4
WJJD TOTAL	141		53	53	41	40	81	7
WJJD METRO	124		41	41	41	40	81	2
WKFM FM TOTAL	74	7	16	23	13	36	49	2
WKFM FM METRO	65	7	16	23	10	30	40	2
WLS TOTAL	1478	142	68	210	307	98	405	863
WLS METRO	1262	142	68	210	199	93	292	760
WHAQ TOTAL	145	7	7	14	51	73	124	7
WHAQ METRO	143	7	7	14	51	71	122	7
WHAQ FM TOTAL	21				21		21	
WHAQ FM METRO	21				21		21	
WMBI TOTAL	34		17	17	3	14	17	
WMBI METRO	34		17	17	3	14	17	
WMBI FM TOTAL	37		4	4		33	33	
WMBI FM METRO	37		4	4		33	33	
WNUS TOTAL	104	47	39	86	10	8	18	
WNUS METRO	104	47	39	86	10	8	18	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

6.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	80		34	34	31	11	42	4
WSDM FM METRO	80		34	34	31	11	42	4
WVON TOTAL	82	14	53	67				15
WVON METRO	82	14	53	67				15
WHCA TOTAL	33		5	5	16	12	28	
WHCA METRO	33		5	5	16	12	28	
TOTAL LISTENING IN METRO AREA	5017	536	1249	1785	751	1588	2339	893

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

6.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)		
		WAAF	TOTAL METRO	5 5			5 5		
WAI	TOTAL METRO	236 236	14 14	51 51	65 65	44 44	108 108	152 152	19 19
WBBM	TOTAL METRO	312 258	51 51	42 29	93 80	39 39	180 139	219 178	
WBBM FM	TOTAL METRO	19 19		14 14	14 14	5 5		5 5	
WCFL	TOTAL METRO	174 171	23 20	54 54	77 74	10 10	76 76	86 86	11 11
WDHF FM	TOTAL METRO	212 212	13 13	51 51	64 64	8 8	119 119	127 127	21 21
WEFM FM	TOTAL METRO	107 104	3 3	71 71	74 71		33 33	33 33	
WFMF FM	TOTAL METRO	187 187		64 64	64 64	6 6	112 112	118 118	5 5
WFMT FM	TOTAL METRO	91 91	14 14	27 27	41 41	34 34	16 16	50 50	
WGN	TOTAL METRO	475 415	29 29	143 93	172 122	87 87	193 186	280 273	23 20
WIND	TOTAL METRO	418 418	46 46	129 129	175 175	53 53	154 154	207 207	36 36
WJJD	TOTAL METRO	113 108	7 7	38 38	45 45	29 29	24 24	53 53	15 10
WKFM FM	TOTAL METRO	65 60	7 7	16 16	23 23	8 5	28 26	36 31	6 6
WLS	TOTAL METRO	410 270	37 30	7 7	44 30	165 74	35 35	200 109	166 131
WMAQ	TOTAL METRO	177 168	24 24	25 25	49 49	29 29	90 81	119 110	9 9
WMAQ FM	TOTAL METRO	30 30		4 4	4 4	16 16	8 8	24 24	2 2
WMBI	TOTAL METRO	25 25				5 5	20 20	25 25	
WMBI FM	TOTAL METRO	27 27					27 27	27 27	
WNUS	TOTAL METRO	29 29		29 29	29 29				

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

6.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)		
		WSDM FM	TOTAL METRO	145 145	73 73	27 27	100 100		36 36
WVDN	TOTAL METRO	90 90	14 14	53 53	67 67				23 23
WVCA	TOTAL METRO	48 48				32 32	16 16	48 48	
TOTAL LISTENING IN METRO AREA		3371	371	818	1189	550	1308	1858	324

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
7.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	10				5	5	10	
WAAF METRO	10				5	5	10	
WAIT TOTAL	162	14	39	53	26	62	88	21
WAIT METRO	162	14	39	53	26	62	88	21
WBBM TOTAL	143		43	43	16	81	97	3
WBBM METRO	81		14	14	16	51	67	
WBBM FM TOTAL	21		21	21				
WBBM FM METRO	21		21	21				
WCFL TOTAL	211	30	92	122	3	73	76	13
WCFL METRO	208	27	92	119	3	73	76	13
WDHF FM TOTAL	199	9	40	49		131	131	19
WDHF FM METRO	199	9	40	49		131	131	19
WEFM FM TOTAL	74	5	51	56		18	18	
WEFM FM METRO	69		51	51		18	18	
WFMF FM TOTAL	136		54	54	6	73	79	3
WFMF FM METRO	136		54	54	6	73	79	3
WFMT FM TOTAL	91	14	32	46	34	11	45	
WFMT FM METRO	91	14	32	46	34	11	45	
WGN TOTAL	490	23	188	211	62	190	252	27
WGN METRO	431	23	137	160	59	185	244	27
WIND TOTAL	348	22	107	129	61	122	183	36
WIND METRO	348	22	107	129	61	122	183	36
WJJD TOTAL	85	23	9	32	26	19	45	8
WJJD METRO	73	16	9	25	26	19	45	3
WKFM FM TOTAL	65	7	14	21	8	28	36	8
WKFM FM METRO	62	7	14	21	5	28	33	8
WLS TOTAL	396	73	4	77	139	33	172	147
WLS METRO	270	73		73	64	33	97	100
WHAQ TOTAL	127	14	14	28	18	65	83	16
WHAQ METRO	118	14	14	28	18	65	83	7
WHAQ FM TOTAL	26		7	7	5	14	19	
WHAQ FM METRO	26		7	7	5	14	19	
WHBI TOTAL	-1							
WHBI METRO	-1							
WHBI FM TOTAL	27					27	27	
WHBI FM METRO	27					27	27	
WNUS TOTAL	29		29	29				
WNUS METRO	29		29	29				

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
7.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	109	70	17	87	13	5	18	4
WSDM FM METRO	109	70	17	87	13	5	18	4
WVON TOTAL	109	17	50	67		16	16	26
WVON METRO	109	17	50	67		16	16	26
WWCA TOTAL	11		11	11				
WWCA METRO	11		11	11				
TOTAL LISTENING IN METRO AREA	2872	333	817	1150	367	1062	1429	293

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

7.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)		
		WAIT	TOTAL 164	17	39	56	31		59
	METRO	164	17	39	56	31	59	90	18
HBBM	TOTAL	67		7	7	13	47	60	
	METRO	60		7	7	13	40	53	
WBBM FM	TOTAL	19		14	14	5		5	
	METRO	19		14	14	5		5	
WCFL	TOTAL	239	33	107	140	5	90	95	4
	METRO	236	30	107	137	5	90	95	4
WDHF FM	TOTAL	149		40	40		102	102	7
	METRO	149		40	40		102	102	7
WEFH FM	TOTAL	70		55	55		15	15	
	METRO	70		55	55		15	15	
WFNF FM	TOTAL	105	7	32	39	17	49	66	
	METRO	105	7	32	39	17	49	66	
WFMT FM	TOTAL	56		17	17	23	16	39	
	METRO	56		17	17	23	16	39	
WGN	TOTAL	496	43	227	270	64	132	196	30
	METRO	426	43	165	208	60	128	188	30
WIND	TOTAL	165	18	79	97	21	43	64	4
	METRO	165	18	79	97	21	43	64	4
WJJD	TOTAL	103	46	10	56	27	15	42	5
	METRO	91	39	10	49	27	15	42	5
WKFM FM	TOTAL	41	7	10	17	3	19	22	2
	METRO	38	7	10	17	3	19	19	2
WLS	TOTAL	712	102	21	123	172	29	201	388
	METRO	579	102	21	123	98	29	127	329
WHAQ	TOTAL	143	20	19	39	26	59	85	19
	METRO	126	20	19	39	26	51	77	10
WHAQ FM	TOTAL	12		7	7	5		5	
	METRO	12		7	7	5		5	
WHBI	TOTAL	-1							
	METRO	-1							
WHBI FM	TOTAL	27					27	27	
	METRO	27					27	27	
WNUS	TOTAL	60		57	57		3	3	
	METRO	60		57	57		3	3	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

7.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)		
		WSDM FM	TOTAL	80	53	8	61		10
	METRO	80	53	8	61	10	5	15	4
WVON	TOTAL	116	20	50	70		16	16	30
	METRO	116	20	50	70		16	16	30
WNCA	TOTAL	5		5	5				
	METRO	5		5	5				
TOTAL LISTENING IN METRO AREA		2850	394	787	1181	372	828	1200	469

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

8.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
	WAIT TOTAL	149	14	15	29	47	70	117	3
	METRO	149	14	15	29	47	70	117	3
	WBBM TOTAL	68		2	2	21	45	66	
	METRO	60		2	2	21	37	58	
	WBBM FM TOTAL	22		14	14	8		8	
	METRO	22		14	14	8		8	
	WCFL TOTAL	568	63	281	344	16	186	202	22
	METRO	537	60	278	338	16	174	190	9
	WDHF FM TOTAL	130	14	32	46		77	77	7
	METRO	130	14	32	46		77	77	7
	WEFM FM TOTAL	52		40	40		12	12	
	METRO	52		40	40		12	12	
	WFHF FM TOTAL	80	7	32	39	14	27	41	
	METRO	80	7	32	39	14	27	41	
	WFMT FM TOTAL	90		17	17	34	39	73	
	METRO	90		17	17	34	39	73	
	WGN TOTAL	516	78	235	313	66	104	170	33
	METRO	429	75	167	242	62	92	154	33
	WIND TOTAL	131	7	77	84	13	30	43	4
	METRO	131	7	77	84	13	30	43	4
	WJJD TOTAL	94	36	10	46	37	11	48	
	METRO	85	30	10	40	34	11	45	
	WKFM FM TOTAL	34	7	8	15	3	16	19	
	METRO	31	7	8	15		16	16	
	WLS TOTAL	840	115	11	126	193	24	217	497
	METRO	702	115	4	119	121	21	142	441
	WHAQ TOTAL	101	24	9	33	26	26	52	16
	METRO	94	24	9	33	26	24	50	11
	WHAQ FM TOTAL	21	12		12	5		5	4
	METRO	16	7		7	5		5	4
	WHBI FM TOTAL	27					27	27	
	METRO	27					27	27	
	WNUS TOTAL	53	10	38	48		5	5	
	METRO	53	10	38	48		5	5	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

8.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
	WSDM FM TOTAL	62	23	23	46	5	11	16	
	METRO	62	23	23	46	5	11	16	
	WVDN TOTAL	137	41	50	91		16	16	30
	METRO	137	41	50	91		16	16	30
	WNCA TOTAL	10		8	8		2	2	
	METRO	10		8	8		2	2	
	TOTAL LISTENING IN METRO AREA	3145	486	921	1407	427	750	1177	561

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

8.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)
	WBBM TOTAL	106	7	17	24	24	58	82	
	METRO	98	7	17	24	24	50	74	
	WBBM FM TOTAL	24		14	14	10		10	
	METRO	24		14	14	10		10	
	WCFL TOTAL	739	78	371	449	10	211	221	69
	METRO	688	75	349	424	10	203	213	51
	WDHF FM TOTAL	117	17	25	42		68	68	7
	METRO	117	17	25	42		68	68	7
	WEFM FM TOTAL	69		54	54		15	15	
	METRO	69		54	54		15	15	
	WFMF FM TOTAL	68		32	32	14	22	36	
	METRO	68		32	32	14	22	36	
	WFMT FM TOTAL	98	7	7	14	31	53	84	
	METRO	98	7	7	14	31	53	84	
	WGN TOTAL	549	113	253	366	51	97	148	35
	METRO	455	113	172	285	51	84	135	35
	WIND TOTAL	161	28	89	117	10	25	35	9
	METRO	135	25	75	100	10	16	26	9
	WJJD TOTAL	70	26	10	36	21	13	34	
	METRO	64	23	10	33	18	13	31	
	WKFM FM TOTAL	26	7	8	15	3	8	11	
	METRO	23	7	8	15		8	8	
	WLS TOTAL	910	115	6	121	181	27	208	581
	METRO	789	115		115	119	21	140	534
	WHAQ TOTAL	130	51	14	65	31	25	56	9
	METRO	130	51	14	65	31	25	56	9
	WHAQ FM TOTAL	7	7		7				
	METRO	7	7		7				
	WMBI FM TOTAL	27					27	27	
	METRO	27					27	27	
	WNUS TOTAL	41	3	38	41				
	METRO	41	3	38	41				

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

8.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)
	WSDM FM TOTAL	74	24	23	47	16	11	27	
	METRO	74	24	23	47	16	11	27	
	WVDN TOTAL	136	30	50	80		16	16	40
	METRO	136	30	50	80		16	16	40
	WVCA TOTAL	-1							
	METRO	-1							
	TOTAL LISTENING IN METRO AREA	3397	578	1010	1588	386	720	1106	703

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
9.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WBBM	TOTAL	95	7	22	29	29	37	66	
	METRO	91	7	22	29	29	33	62	
WBBM FM	TOTAL	24		14	14	10		10	
	METRO	24		14	14	10		10	
WCFL	TOTAL	906	75	474	549	26	224	250	107
	METRO	852	75	446	521	26	224	250	81
WDHF FM	TOTAL	104	9	46	53		44	44	7
	METRO	104	7	46	53		44	44	7
WEFM FM	TOTAL	59		47	47		12	12	
	METRO	59		47	47		12	12	
WFHF FM	TOTAL	50		25	25	17	8	25	
	METRO	50		25	25	17	8	25	
WFMT FM	TOTAL	81		13	13	26	42	68	
	METRO	81		13	13	26	42	68	
WGN	TOTAL	563	117	273	390	38	93	131	42
	METRO	514	117	237	354	38	80	118	42
WIND	TOTAL	361	111	153	264	18	63	81	16
	METRO	312	98	130	228	18	50	68	16
WJJD	TOTAL	69	26	9	35	22	12	34	
	METRO	54	23		23	19	12	31	
WKFM FM	TOTAL	38	17		17	13	8	21	
	METRO	35	17		17	10	8	18	
WLS	TOTAL	1097	78	6	84	170	23	193	820
	METRO	912	68		68	112	18	130	714
WMAQ	TOTAL	136	37	7	44	44	38	82	10
	METRO	125	37		37	44	34	78	10
WMAQ FM	TOTAL	7	7		7				
	METRO	7	7		7				
WMBI FM	TOTAL	27					27	27	
	METRO	27					27	27	
WNUS	TOTAL	58		50	50	3	5	8	
	METRO	58		50	50	3	5	8	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
9.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WSDH FM	TOTAL	85	27	15	42	30	11	41	2
	METRO	85	27	15	42	30	11	41	2
WVON	TOTAL	151	34	50	84		11	11	56
	METRO	151	34	50	84		11	11	56
WVCA	TOTAL	-1							
	METRO	-1							
TOTAL LISTENING IN METRO AREA		3943	629	1191	1820	461	706	1167	956

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
9.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WBBM TOTAL METRO	60 56		14 14	14 14	26 26	20 16	46 42	
WBBM FM TOTAL METRO	24 24		14 14	14 14	10 10		10 10	
WCFL TOTAL METRO	911 862	88 85	496 473	584 558	26 26	208 208	234 234	93 70
WDHF FM TOTAL METRO	80 80	7 7	40 40	47 47		26 26	26 26	7 7
WEFM FM TOTAL METRO	51 51		36 36	36 36		15 15	15 15	
WFMF FM TOTAL METRO	33 33		14 14	14 14	14 14	5 5	19 19	
WFMT FM TOTAL METRO	72 72		19 19	19 19	16 16	37 37	53 53	
WGN TOTAL METRO	465 421	115 115	213 178	328 293	23 23	72 63	95 86	42 42
WIND TOTAL METRO	409 381	89 79	169 160	258 239	46 46	72 63	118 109	33 33
WKFM FM TOTAL METRO	47 44	20 20		20 20	19 16	8 8	27 24	
WLS TOTAL METRO	1227 1054	78 63	17 11	95 74	179 118	21 12	200 130	932 850
WMAQ TOTAL METRO	93 93	17 17	4 4	21 21	41 41	28 28	69 69	3 3
WMAQ FM TOTAL METRO	7 7	7 7		7 7				
WMBI FM TOTAL METRO	27 27					27 27	27 27	
WNUS TOTAL METRO	74 74	6 6	50 50	56 56	6 6	8 8	14 14	4 4

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
9.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	81 81	20 20	18 18	38 38	32 32	11 11	43 43	
WVON TOTAL METRO	139 139	30 30	50 50	80 80	3 3	11 11	14 14	45 45
WWCA TOTAL METRO	-1 -1							
TOTAL LISTENING IN METRO AREA	3920	598	1170	1768	464	604	1068	1084

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
10.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WBBM	TOTAL	61		14	14	16	31	47	
	METRO	49		14	14	16	19	35	
WBBM FM	TOTAL	24		14	14	10		10	
	METRO	24		14	14	10		10	
WCFL	TOTAL	711	95	379	474	31	138	169	68
	METRO	679	95	357	452	31	138	169	58
WDHF FM	TOTAL	73	14	36	50		18	18	5
	METRO	73	14	36	50		18	18	5
WEFM FM	TOTAL	38		33	33		5	5	
	METRO	38		33	33		5	5	
WFME FM	TOTAL	16		11	11		5	5	
	METRO	16		11	11		5	5	
WFMT FM	TOTAL	23		9	9	5	9	14	
	METRO	23		9	9	5	9	14	
WGN	TOTAL	461	64	208	272	26	129	155	34
	METRO	396	64	171	235	19	108	127	34
WIND	TOTAL	157	14	68	82	27	35	62	13
	METRO	157	14	68	82	27	35	62	13
WKFM FM	TOTAL	66	34		34	24	8	32	
	METRO	63	34		34	21	8	29	
WLS	TOTAL	1697	165	24	189	191	17	208	1300
	METRO	1515	147	18	165	135	11	146	1204
WMAQ	TOTAL	78	7	13	20	26	32	58	
	METRO	72	7	7	14	26	32	58	
WMAQ FM	TOTAL	-1							
	METRO	-1							
WMBI FM	TOTAL	27					27	27	
	METRO	27					27	27	
WNUS	TOTAL	83	10	61	71	3	5	8	4
	METRO	83	10	61	71	3	5	8	4

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
10.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	60	20	7	27	22	11	33	
	METRO	60	20	7	27	22	11	33	
WVON	TOTAL	125	20	43	63	3	16	19	43
	METRO	125	20	43	63	3	16	19	43
WVCA	TOTAL	2					2	2	
	METRO	2					2	2	
TOTAL LISTENING IN METRO AREA		3718	538	941	1479	366	496	862	1377

CHICAGO
MAY 1965

**AVERAGE QUARTER-HOUR
Listening Estimates**

MONDAY-FRIDAY
10.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WBBM TOTAL	107	9	4	13	23	71	94	
WBBM METRO	97	9	4	13	23	61	84	
WBBM FM TOTAL	24		14	14	10		10	
WBBM FM METRO	24		14	14	10		10	
WCFL TOTAL	409	41	220	261	18	95	113	35
WCFL METRO	396	41	214	255	18	95	113	28
WDHF FM TOTAL	70	14	36	50		16	16	4
WDHF FM METRO	70	14	36	50		16	16	4
WEFM FM TOTAL	20		18	18				2
WEFM FM METRO	20		18	18				2
WFHF FM TOTAL	14		9	9		5	5	
WFHF FM METRO	14		9	9		5	5	
WFMT FM TOTAL	15		7	7	5	3	8	
WFMT FM METRO	15		7	7	5	3	8	
WGN TOTAL	560	51	251	302	76	156	232	26
WGN METRO	512	51	222	273	76	137	213	26
WIND TOTAL	129	10	46	56	30	43	73	
WIND METRO	129	10	46	56	30	43	73	
WKFM FM TOTAL	69	34		34	27	8	35	
WKFM FM METRO	66	34		34	24	8	32	
WLS TOTAL	1030	132	6	138	195	17	212	680
WLS METRO	889	114		114	122	11	133	642
WHAQ TOTAL	99	7	20	27	5	67	72	
WHAQ METRO	77	7	14	21	5	51	56	
WHAQ FM TOTAL	5	3		3				2
WHAQ FM METRO	5	3		3				2
WMBI FM TOTAL	33					33	33	
WMBI FM METRO	33					33	33	
WNUS TOTAL	72	3	64	67		5	5	
WNUS METRO	72	3	64	67		5	5	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
10.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	38	20	7	27	6	5	11	
WSDM FM METRO	38	20	7	27	6	5	11	
WVDN TOTAL	110	17	43	60		16	16	34
WVDN METRO	110	17	43	60		16	16	34
WNCA TOTAL	-1							
WNCA METRO	-1							
TOTAL LISTENING IN METRO AREA	2873	416	810	1226	362	536	898	749

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
11.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WBBH	TOTAL	108	37	7	44		64	64	
	METRO	100	37	7	44		56	56	
WBBH FM	TOTAL	27		14	14	13		13	
	METRO	27		14	14	13		13	
WCFL	TOTAL	191	14	123	137	10	35	45	9
	METRO	183	14	115	129	10	35	45	9
WEFH FM	TOTAL	11		11	11				
	METRO	11		11	11				
WFMF FM	TOTAL	46	24	11	35		11	11	
	METRO	46	24	11	35		11	11	
WFMT FM	TOTAL	9		4	4		5	5	
	METRO	9		4	4		5	5	
WGN	TOTAL	453	30	260	290	47	101	148	15
	METRO	390	30	207	237	47	91	138	15
WIND	TOTAL	135	3	86	89	19	27	46	
	METRO	135	3	86	89	19	27	46	
WKFM FM	TOTAL	54	27		27	27		27	
	METRO	51	27		27	24		24	
WLS	TOTAL	543	75		75	101	3	104	364
	METRO	502	51		51	101	3	104	347
WMAQ	TOTAL	180	3	37	40	21	119	140	
	METRO	150	3	32	35	21	94	115	
WMAQ FM	TOTAL	-1							
	METRO	-1							
WNUS	TOTAL	90	10	75	85		5	5	
	METRO	90	10	75	85		5	5	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
11.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	26	20		20	6		6	
	METRO	26	20		20	6		6	
WVON	TOTAL	87	24	43	67		16	16	4
	METRO	87	24	43	67		16	16	4
WNCA	TOTAL	-1							
	METRO	-1							
TOTAL LISTENING IN METRO AREA		1955	275	669	944	256	376	632	379

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
11.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WBBM	TOTAL	115	14		14		101	101	
	METRO	115	14		14		101	101	
WBBM FM	TOTAL	8				8		8	
	METRO	8				8		8	
WCFL	TOTAL	139	30	74	104		33	33	2
	METRO	134	30	69	99		33	33	2
WEFM FM	TOTAL	11		11	11				
	METRO	11		11	11				
WFMF FM	TOTAL	45	27	7	34		11	11	
	METRO	45	27	7	34		11	11	
WFMT FM	TOTAL	5					5	5	
	METRO	5					5	5	
WGN	TOTAL	294	30	149	179	58	48	106	9
	METRO	257	30	112	142	58	48	106	9
WIND	TOTAL	126	3	86	89	13	24	37	
	METRO	126	3	86	89	13	24	37	
WKFM FM	TOTAL	51	24		24	27		27	
	METRO	48	24		24	24		24	
WLS	TOTAL	372	100		100	57	3	60	212
	METRO	351	90		90	57	3	60	201
WMAQ	TOTAL	102	20	12	32	10	60	70	
	METRO	71	20	6	26	10	35	45	
WMAQ FM	TOTAL	-1							
	METRO	-1							
WNUS	TOTAL	61	7	46	53	3	5	8	
	METRO	61	7	46	53	3	5	8	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
11.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDH FM	TOTAL	20	16		16			4	
	METRO	20	16		16			4	
WVON	TOTAL	90	27	43	70		16	16	4
	METRO	90	27	43	70		16	16	4
WVCA	TOTAL	-1							
	METRO	-1							
TOTAL LISTENING IN METRO AREA		1442	302	421	723	185	318	503	216

Notations

AVERAGE QUARTER-HOUR LISTENING ESTIMATES

Saturday & Sunday
by Half-Hour Time Periods

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

6.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
* WAAF TOTAL METRO	-1 -1								
WAIT TOTAL METRO	26 17	17 17	9	26 17					
WBBH TOTAL METRO	80 74		27 27	27 27		53 47	53 47		
WBBH FM TOTAL METRO	-1 -1								
WCFL TOTAL METRO	29 13	9		9	20 13		20 13		
WFMF FM TOTAL METRO	-1 -1								
WFMT FM TOTAL METRO	18 18		18 18	18 18					
WGN TOTAL METRO	315 258	58 58	160 113	218 171	13 13	84 74	97 87		
WIND TOTAL METRO	248 248	8 8	127 127	135 135	39 39	74 74	113 113		
WJJD TOTAL METRO	-1 -1								
* WKFH FM TOTAL METRO	10 10		10 10	10 10					
WLS TOTAL METRO	165 122	51 51	34 19	85 70	24 24	28 28	52 24	28 28	
WHAQ TOTAL METRO	77 77		10 10	10 10		67 67	67 67		
WHAQ FM TOTAL METRO	18 18		18 18	18 18					
* WMBI TOTAL METRO	-1 -1								
* WMBI FM TOTAL METRO	-1 -1								
WNUS TOTAL METRO	58 58	17 17	27 27	44 44		14 14	14 14		

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

6.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WSDM FM TOTAL METRO	-1 -1								
WVON TOTAL METRO	-1 -1								
WVCA TOTAL METRO	-1 -1								
TOTAL LISTENING IN METRO AREA	1119	151	479	630	89	372	461	28	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

6.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
* WAAF	TOTAL METRO	-1 -1							
WAIT	TOTAL METRO	46 46	8 8	18 18	26 26	13 13	7 7	20 20	
WBBM	TOTAL METRO	59 50		9 9			50 50	50 50	
WBBM FM	TOTAL METRO	-1 -1							
WCFL	TOTAL METRO	56 13	9	15	24	20 13	12	32 13	
* WDHF FM	TOTAL METRO	-1 -1							
WFHF FM	TOTAL METRO	-1 -1							
WFMT FM	TOTAL METRO	18 18		18 18	18 18				
WGN	TOTAL METRO	410 303	65 65	182 112	247 177	13 13	150 113	163 126	
WIND	TOTAL METRO	411 411	17 17	188 188	205 205	85 85	121 121	206 206	
WJJD	TOTAL METRO	70 62	29 21	25 25	54 46	4 4	12 12	16 16	
* WKFM FM	TOTAL METRO	20 20		20 20	20 20				
WLS	TOTAL METRO	250 174	68 68	38	106 68	16 16	60 38	76 54	68 52
WMAQ	TOTAL METRO	131 131		37 37	37 37		94 94	94 94	
WMAQ FM	TOTAL METRO	18 18		18 18	18 18				
* WMBI	TOTAL METRO	-1 -1							
* WMBI FM	TOTAL METRO	-1 -1							
WNUS	TOTAL METRO	90 90	17 17	53 53	70 70		20 20	20 20	

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

6.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WSDM FM	TOTAL METRO	17 17	17 17		17 17				
WVDN	TOTAL METRO	36 36		36 36					
WVCA	TOTAL METRO	-1 -1							
TOTAL LISTENING IN METRO AREA		1636	245	600	845	157	573	730	61

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

7.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL METRO	-1 -1						
WAIT	TOTAL METRO	72 72		45 45	13 13	14 14	27 27	
WBBM	TOTAL METRO	170 155		25 10	7 7	133 133	140 140	5 5
WBBM FM	TOTAL METRO	13 13			13 13		13 13	
WCFL	TOTAL METRO	95 52	9 9	35 20	44 20	20 13	31 19	51 32
* WDFH FM	TOTAL METRO	-1 -1						
WFHF FM	TOTAL METRO	17 17	17 17		17 17			
WFMT FM	TOTAL METRO	32 32		18 18		14 14	14 14	
WGN	TOTAL METRO	648 552	37 37	275 240	312 277	39 39	289 236	328 275
WIND	TOTAL METRO	761 761	125 125	228 228	353 353	158 158	231 231	389 389
WJJD	TOTAL METRO	72 57	21 21	25 10	46 31	4 4	22 22	26 26
* WKFM FM	TOTAL METRO	20 20		20 20	20 20			
WLS	TOTAL METRO	426 297	85 68	46	131 68	65 32	64 51	129 83
WMAQ	TOTAL METRO	285 274	17 17	53 53	70 70	29 29	186 175	215 204
WMAQ FM	TOTAL METRO	-1 -1						
WMBI	TOTAL METRO	62 46	9	36 36	45 36	7	10 10	17 10
WMBI FM	TOTAL METRO	14 14					14 14	14 14
WNUS	TOTAL METRO	141 141		80 80	80 80		61 61	61 61

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

7.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL METRO	45 45	8 8	24 24	32 32		13 13	13 13
WVON	TOTAL METRO	57 57	8 8	36 36	44 44		13 13	13 13
WKCA	TOTAL METRO	30 30					30 30	30 30
TOTAL LISTENING IN METRO AREA		2919	361	882	1243	360	1139	1498

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

7.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.30AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
	WAAF TOTAL METRO	-1 -1							
	WAIT TOTAL METRO	115 115		62 62	62 62	26 26	27 27	53 53	
	WBBM TOTAL METRO	272 261		72 72	72 72	29 29	171 160	200 189	
	WBBM FM TOTAL METRO	7 7				7 7		7 7	
	WCFL TOTAL METRO	190 128	34 25	66 50	100 75	30 23	53 30	83 53	7
*	WDHF FM TOTAL METRO	-1 -1							
	WFHF FM TOTAL METRO	8 8	8 8		8 8				
	WFMT FM TOTAL METRO	90 90		36 36	36 36	13 13	41 41	54 54	
	WGN TOTAL METRO	778 739	48 48	285 285	333 333	56 56	372 341	428 397	17 9
	WIND TOTAL METRO	1096 1096	211 211	288 288	499 499	235 235	325 325	560 560	37 37
	WJJD TOTAL METRO	74 49		15 15	15 15	17 7	42 42	59 49	
*	WKFM FM TOTAL METRO	20 20		20 20	20 20				
	WLS TOTAL METRO	495 343	118 101	78 23	196 124	86 39	64 51	150 90	149 129
	WMAQ TOTAL METRO	306 277		105 87	105 87	29 29	172 161	201 190	
	WMAQ FM TOTAL METRO	-1 -1							
	WMBI TOTAL METRO	62 46	9	36 36	45 36	7	10 10	17 10	
	WMBI FM TOTAL METRO	14 14					14 14	14 14	
	WNUS TOTAL METRO	145 145	8 8	96 96	104 104		41 41	41 41	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

7.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.30AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
	WSDM FM TOTAL METRO	82 82	8 8	48 48	56 56	26 26		26 26	
	WVON TOTAL METRO	57 57	8 8	36 36	44 44	13 13		13 13	
	WVCA TOTAL METRO	30 30					30 30	30 30	
	TOTAL LISTENING IN METRO AREA	3850	461	1250	1711	516	1447	1963	176

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

8.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.00AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL	-1							
	METRO	-1							
WAIT	TOTAL	183	17	53	70	65	48	113	
	METRO	183	17	53	70	65	48	113	
WBBM	TOTAL	328	8	117	125	22	181	203	
	METRO	304	8	117	125	22	157	179	
WBDH FM	TOTAL	13				13		13	
	METRO	13				13		13	
WCFL	TOTAL	166	42	46	88	30	34	64	14
	METRO	137	34	46	80	23	34	57	
*WDHF FM	TOTAL	24					24	24	
	METRO	24					24	24	
WFMF FM	TOTAL	12					12	12	
	METRO	12					12	12	
WFMT FM	TOTAL	156	17	45	62	26	68	94	
	METRO	156	17	45	62	26	68	94	
WGN	TOTAL	1010	45	338	383	119	499	618	9
	METRO	970	45	338	383	110	468	578	9
WIND	TOTAL	1506	258	411	669	254	550	804	33
	METRO	1506	258	411	669	254	550	804	33
WJJD	TOTAL	131		33	33	26	72	98	
	METRO	87		18	18	7	62	69	
*WKFM FM	TOTAL	20		20	20				
	METRO	20		20	20				
WLS	TOTAL	541	77	30	107	127	86	213	221
	METRO	360	59		59	52	50	102	199
WMAQ	TOTAL	277		91	91	16	170	186	
	METRO	248		72	72	16	160	176	
WMAQ FM	TOTAL	23					14	14	9
	METRO	23					14	14	9
WMBI	TOTAL	93	9	18	27	7	59	66	
	METRO	77		18	18		59	59	
WMBI FM	TOTAL	45		18	18		27	27	
	METRO	45		18	18		27	27	
WNUS	TOTAL	239	25	112	137	20	82	102	
	METRO	239	25	112	137	20	82	102	

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

8.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.00AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	98	17	48	65	33		33	
	METRO	98	17	48	65	33		33	
WVON	TOTAL	75	17	36	53	13		13	9
	METRO	75	17	36	53	13		13	9
WKCA	TOTAL	30					30	30	
	METRO	30					30	30	
TOTAL LISTENING IN METRO AREA		5081	536	1496	2032	680	2092	2772	277

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

8.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.30AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)
WAAF	TOTAL	-1							
	METRO	-1							
WAIT	TOTAL	235		71	71	96	68	164	
	METRO	235		71	71	96	68	164	
WBBM	TOTAL	306	16	63	79	42	185	227	
	METRO	271	16	63	79	42	150	192	
WBBM FM	TOTAL	7				7		7	
	METRO	7				7		7	
WCFL	TOTAL	140	9	64	73	40	27	67	
	METRO	124		64	64	33	27	60	
*WDHF FM	TOTAL	65				65		65	
	METRO	65				65		65	
WFHF FM	TOTAL	19				19		19	
	METRO	19				19		19	
WFMT FM	TOTAL	145		71	71	20	54	74	
	METRO	145		71	71	20	54	74	
WGN	TOTAL	832	34	285	319	130	379	509	4
	METRO	812	34	285	319	130	359	489	4
WIND	TOTAL	1387	245	300	545	274	531	805	37
	METRO	1387	245	300	545	274	531	805	37
WJJD	TOTAL	143		52	52	35	56	91	
	METRO	89		36	36	7	46	53	
*WKFM FM	TOTAL	20		20	20				
	METRO	20		20	20				
WLS	TOTAL	572	76	34	110	169	91	260	202
	METRO	409	76		76	112	45	157	176
WHAQ	TOTAL	202		45	45	16	141	157	
	METRO	189		45	45	16	128	144	
WHAQ FM	TOTAL	43	13		13	10	20	30	
	METRO	20				20	20	20	
WMBI	TOTAL	137	9	28	37	7	93	100	
	METRO	121		28	28		93	93	
WMBI FM	TOTAL	36		9	9		27	27	
	METRO	36		9	9		27	27	
WNUS	TOTAL	214	25	85	110	13	82	95	9
	METRO	214	25	85	110	13	82	95	9

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

8.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.30AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)
WSDH FM	TOTAL	103	17	33	50	53		53	
	METRO	103	17	33	50	53		53	
WVON	TOTAL	85	17	36	53	13		13	19
	METRO	85	17	36	53	13		13	19
HWCA	TOTAL	30				30		30	
	METRO	30				30		30	
TOTAL LISTENING IN METRO AREA		4867	469	1275	1744	855	2005	2860	263

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

9.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL	8	8		8				
	METRO	8	8		8				
WAIT	TOTAL	193	23	36	59	60	74	134	
	METRO	193	23	36	59	60	74	134	
WBBM	TOTAL	387	50	63	113	51	223	274	
	METRO	348	50	63	113	51	184	235	
WBBM FM	TOTAL	-1							
	METRO	-1							
WCFL	TOTAL	175	9	106	115	33	27	60	
	METRO	159		106	106	26	27	53	
*WDHF FM	TOTAL	51					51	51	
	METRO	51					51	51	
WFME FM	TOTAL	106		67	67	13	26	39	
	METRO	106		67	67	13	26	39	
WFMT FM	TOTAL	235		108	108	20	107	127	
	METRO	235		108	108	20	107	127	
WGN	TOTAL	1519	134	535	669	209	610	819	
	METRO	1449	106	535	641	209	568	777	
WIND	TOTAL	1580	256	369	625	363	533	896	
	METRO	1568	256	369	625	363	533	896	
WJJD	TOTAL	223		52	52	55	116	171	
	METRO	148		36	36	28	84	112	
WKFM FM	TOTAL	55		28	28		27	27	
	METRO	55		28	28		27	27	
WLS	TOTAL	793	114	50	164	189	138	327	
	METRO	597	93	18	111	137	82	219	
WHAQ	TOTAL	145		28	28	8	109	117	
	METRO	134		28	28	8	98	106	
WHAQ FM	TOTAL	25	6		6	5	14	19	
	METRO	14					14	14	
WMBI	TOTAL	171		81	81		70	70	
	METRO	171		81	81		70	70	
WMBI FM	TOTAL	14					14	14	
	METRO	14					14	14	
WNUS	TOTAL	203	34	40	74	13	107	120	
	METRO	203	34	40	74	13	107	120	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

9.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
*SDM FM	TOTAL	137	34	34	68	59	10	69	
	METRO	137	34	34	68	59	10	69	
*VDN	TOTAL	78		36	36	13		13	
	METRO	78		36	36	13		13	
WVCA	TOTAL	37		7	7		30	30	
	METRO	37		7	7		30	30	
TOTAL LISTENING IN METRO AREA		6370	683	1813	2496	1078	2373	3451	
								423	

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

SATURDAY + SUNDAY
9.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	17	17		17				
WAAF METRO	17	17		17				
WAIT TOTAL	202	40	28	68	60	74	134	
WAIT METRO	202	40	28	68	60	74	134	
WBBM TOTAL	385	50	55	105	45	235	280	
WBBM METRO	346	50	55	105	45	196	241	
WBBM FM TOTAL	-1							
WBBM FM METRO	-1							
WCFL TOTAL	127		74	74	26	27	53	
WCFL METRO	127		74	74	26	27	53	
WDHF FM TOTAL	51					51	51	
WDHF FM METRO	51					51	51	
WEFM FM TOTAL	96		63	63		33	33	
WEFM FM METRO	85		63	63		22	22	
WFME FM TOTAL	97		72	72	13	12	25	
WFME FM METRO	97		72	72	13	12	25	
WFMT FM TOTAL	220	17	89	106	20	94	114	
WFMT FM METRO	220	17	89	106	20	94	114	
WGN TOTAL	1441	110	486	596	226	583	809	36
WGN METRO	1371	82	486	568	226	541	767	36
WIND TOTAL	1553	264	327	591	355	548	903	59
WIND METRO	1541	264	327	591	355	548	903	47
WJJD TOTAL	256	17	42	59	81	116	197	
WJJD METRO	182	17	27	44	54	84	138	
WKFM FM TOTAL	64		37	37		27	27	
WKFM FM METRO	64		37	37		27	27	
WLS TOTAL	727	131	18	149	180	91	271	307
WLS METRO	554	102	18	120	125	55	180	254
WHAQ TOTAL	139		51	51	7	81	88	
WHAQ METRO	106		28	28	7	71	78	
WHAQ FM TOTAL	20					20	20	
WHAQ FM METRO	20					20	20	
WMBI TOTAL	32		18	18		14	14	
WMBI METRO	32		18	18		14	14	
WMBI FM TOTAL	14					14	14	
WMBI FM METRO	14					14	14	
WNUS TOTAL	129		32	32		97	97	
WNUS METRO	129		32	32		97	97	

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

SATURDAY + SUNDAY
9.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	169	34	43	77	72	20	92	
WSDM FM METRO	169	34	43	77	72	20	92	
WVON TOTAL	92		36	36	13	14	27	29
WVON METRO	92		36	36	13	14	27	29
WVCA TOTAL	30					30	30	
WVCA METRO	30					30	30	
TOTAL LISTENING IN METRO AREA	6011	725	1599	2324	1103	2199	3302	385

CHICAGO
MAY 1965

**AVERAGE QUARTER-HOUR
Listening Estimates**

SATURDAY + SUNDAY
10.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL METRO	13 13				13 13		13 13	
WAIT TOTAL METRO	224 224	40 40	36 36	76 76	60 60	88 88	148 148	
WBBM TOTAL METRO	455 415	92 92	64 64	156 156	50 50	249 209	299 259	
WBBM FM TOTAL METRO	-1 -1							
WCFL TOTAL METRO	203 203		123 123	123 123	39 39	41 41	80 80	
WDHF FM TOTAL METRO	139 139	24 24	36 36	60 60	10 10	60 60	70 70	9 9
WEFM FM TOTAL METRO	122 112		81 81	81 81		41 31	41 31	
WFMF FM TOTAL METRO	163 163	34 34	63 63	97 97	13 13	53 53	66 66	
WFMT FM TOTAL METRO	248 248	8 8	54 54	62 62	39 39	147 147	186 186	
WGN TOTAL METRO	1227 1195	108 108	374 374	482 482	223 223	496 464	719 687	26 26
WIND TOTAL METRO	1303 1291	243 243	276 276	519 519	320 320	415 415	735 735	49 37
WJJD TOTAL METRO	292 212	17 17	58 28	75 45	121 93	96 74	217 167	
WKFM FM TOTAL METRO	126 126	17 17	55 55	72 72	13 13	41 41	54 54	
WLS TOTAL METRO	642 494	123 106	10 10	133 116	196 141	77 41	273 182	236 196
WMAQ TOTAL METRO	124 92		39 28	39 28		85 64	85 64	
WMAQ FM TOTAL METRO	20 20					20 20	20 20	
WMBI TOTAL METRO	27 27					27 27	27 27	
WMBI FM TOTAL METRO	39 39		18 18	18 18	7 7	14 14	21 21	
WNUS TOTAL METRO	157 157		74 74	74 74		83 83	83 83	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

SATURDAY + SUNDAY
10.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDR FM TOTAL METRO	172 172	50 50	43 43	93 93	59 59	20 20	79 79	
WVON TOTAL METRO	94 94		53 53	53 53	13 13	14 14	27 27	14 14
WVCA TOTAL METRO	30 30					30 30	30 30	
TOTAL LISTENING IN METRO AREA	6166	834	1597	2431	1218	2202	3420	315

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

SATURDAY + SUNDAY

MAY 1965

10.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
		WAAF	TOTAL METRO	-1 -1				
WAIT	TOTAL METRO	243 243	23 23	53 53	76 76	60 60	107 107	167 167
WBBM	TOTAL METRO	424 384	76 76	36 36	112 112	56 56	256 216	312 272
WBBM FM	TOTAL METRO	13 13				13 13		13 13
WCFL	TOTAL METRO	192 192		110 110	110 110	26 26	41 41	67 67
WDHF FM	TOTAL METRO	146 146	24 24	36 36	60 60	10 10	67 67	77 77
WEFM FM	TOTAL METRO	111 101		77 77	77 77		34 24	34 24
WFHF FM	TOTAL METRO	163 163	34 34	63 63	97 97	13 13	53 53	66 66
WFMT FM	TOTAL METRO	211 211		45 45	45 45	26 26	140 140	166 166
WGN	TOTAL METRO	1041 1009	91 91	303 303	394 394	200 200	421 389	621 589
WIND	TOTAL METRO	1030 1018	209 209	180 180	389 389	274 274	308 308	582 582
WJJD	TOTAL METRO	356 291	17 17	71 56	88 73	153 125	110 88	263 213
WKFH FM	TOTAL METRO	144 144	17 17	73 73	90 90	13 13	41 41	54 54
WLS	TOTAL METRO	768 616	119 102	10 10	129 112	207 153	111 75	318 228
WMAQ	TOTAL METRO	133 123		45 45	45 45		88 78	88 78
WMAQ FM	TOTAL METRO	14 14					14 14	14 14
WMBI	TOTAL METRO	7 -1				7		7
WMBI FM	TOTAL METRO	36 36		18 18	18 18	4 4	14 14	18 18
WNUS	TOTAL METRO	115 115		45 45	45 45		70 70	70 70

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

SATURDAY + SUNDAY

MAY 1965

10.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
		WSDM FM	TOTAL METRO	142 142	50 50	43 43	93 93	
WVDN	TOTAL METRO	89 89		53 53	53 53	13 13	14 14	27 27
WVCA	TOTAL METRO	30 30					30 30	30 30
TOTAL LISTENING IN METRO AREA		5749	716	1446	2162	1138	2031	3169

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

11.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	82		36	36	26	20	46	
METRO	82		36	36	26	20	46	
WAIT TOTAL	210		78	78	52	80	132	
METRO	210		78	78	52	80	132	
WBBM TOTAL	460	68	28	96	63	301	364	
METRO	410	68	28	96	63	251	314	
WBBM FM TOTAL	13				13		13	
METRO	13				13		13	
WCFL TOTAL	213	9	105	114	26	54	80	19
METRO	204		105	105	26	54	80	19
WDHF FM TOTAL	130	24	36	60	10	51	61	9
METRO	130	24	36	60	10	51	61	9
WEFM FM TOTAL	79		59	59		20	20	
METRO	69		59	59		10	10	
WFMF FM TOTAL	207	34	40	74	26	107	133	
METRO	207	34	40	74	26	107	133	
WFMT FM TOTAL	157		37	37	33	87	120	
METRO	157		37	37	33	87	120	
WGN TOTAL	850	67	237	304	170	350	520	26
METRO	812	67	237	304	170	312	482	26
WIND TOTAL	918	167	152	319	239	301	540	59
METRO	906	167	152	319	239	301	540	47
WJJD TOTAL	342	17	56	73	155	105	260	9
METRO	293	17	56	73	127	84	211	9
WKFM FM TOTAL	144	17	73	90	13	41	54	
METRO	144	17	73	90	13	41	54	
WLS TOTAL	937	127		127	239	160	399	411
METRO	761	102		102	184	109	293	366
WMAQ TOTAL	118		28	28		81	81	9
METRO	108		28	28		71	71	9
WMAQ FM TOTAL	14					14	14	
METRO	14					14	14	
WMBI TOTAL	13				13		13	
METRO	13				13		13	
WMBI FM TOTAL	14					14	14	
METRO	14					14	14	
WNUS TOTAL	87		38	38		49	49	
METRO	87		38	38		49	49	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

11.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	104	34	24	58	46		46	
METRO	104	34	24	58	46		46	
WVOH TOTAL	85		53	53	13		13	19
METRO	85		53	53	13		13	19
WVCA TOTAL	20					20	20	
METRO	20					20	20	
TOTAL LISTENING IN METRO AREA	5493	620	1233	1853	1168	1940	3108	532

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

11.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	89		36	36	26	27	53	
WAAF METRO	89		36	36	26	27	53	
WAIT TOTAL	219		80	80	52	87	139	
WAIT METRO	219		80	80	52	87	139	
WBBM TOTAL	399	51	19	70	56	273	329	
WBBM METRO	350	51	19	70	56	224	280	
WBBM FM TOTAL	13				13		13	
WBBM FM METRO	13				13		13	
WCFL TOTAL	228	25	119	144	4	75	79	5
WCFL METRO	216	17	119	136		75	75	5
WDHF FM TOTAL	130	24	36	60	10	51	61	9
WDHF FM METRO	130	24	36	60	10	51	61	9
WEFM FM TOTAL	79		59	59		20	20	
WEFM FM METRO	69		59	59		10	10	
WFMF FM TOTAL	196	17	32	49	26	121	147	
WFMF FM METRO	196	17	32	49	26	121	147	
WFMT FM TOTAL	150		18	18	52	80	132	
WFMT FM METRO	150		18	18	52	80	132	
WGN TOTAL	827	67	254	321	148	332	480	26
WGN METRO	815	67	254	321	148	320	468	26
WIND TOTAL	896	133	153	286	239	315	554	56
WIND METRO	896	133	153	286	239	315	554	56
WJJD TOTAL	306	8	56	64	137	105	242	
WJJD METRO	258	8	56	64	110	84	194	
WKFM FM TOTAL	126	17	55	72	13	41	54	
WKFM FM METRO	126	17	55	72	13	41	54	
WLS TOTAL	883	149		149	219	154	373	361
WLS METRO	706	123		123	167	89	256	327
WMAQ TOTAL	142		33	33		100	100	9
WMAQ METRO	109		10	10		90	90	9
WMAQ FM TOTAL	14					14	14	
WMAQ FM METRO	14					14	14	
WMBI TOTAL	31		18	18	13		13	
WMBI METRO	31		18	18	13		13	
WMBI FM TOTAL	14					14	14	
WMBI FM METRO	14					14	14	
WNUS TOTAL	111	17	32	49	13	49	62	
WNUS METRO	111	17	32	49	13	49	62	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

11.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	104	34	24	58	46		46	
WSDM FM METRO	104	34	24	58	46		46	
WVON TOTAL	85		53	53	13		13	19
WVON METRO	85		53	53	13		13	19
WVCA TOTAL	20					20	20	
WVCA METRO	20					20	20	
TOTAL LISTENING IN METRO AREA	5300	581	1193	1774	1104	1953	3057	469

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

12.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

12.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL	34				20	14	34	
	METRO	34				20	14	34	
WAIT	TOTAL	321	17	130	147	72	102	174	
	METRO	321	17	130	147	72	102	174	
WBBM	TOTAL	353	34	52	86	52	215	267	
	METRO	313	34	37	71	52	190	242	
WBBM FM	TOTAL	13				13		13	
	METRO	13				13		13	
WCFL	TOTAL	188	4	83	87	7	94	101	
	METRO	171		83	83		88	88	
WDHF FM	TOTAL	145	24	36	60	10	66	76	9
	METRO	145	24	36	60	10	66	76	9
WEFM FM	TOTAL	60		27	27		33	33	
	METRO	50		27	27		23	23	
WFME FM	TOTAL	248	34	55	89	26	133	159	
	METRO	248	34	55	89	26	133	159	
WFMT FM	TOTAL	157	17	14	31	78	48	126	
	METRO	157	17	14	31	78	48	126	
WGN	TOTAL	501	24	210	234	75	184	259	8
	METRO	488	24	210	234	75	171	246	8
WIND	TOTAL	833	116	181	297	226	296	522	14
	METRO	833	116	181	297	226	296	522	14
WJJD	TOTAL	196		37	37	105	54	159	
	METRO	178		37	37	87	54	141	
WKFM FM	TOTAL	64		37	37		27	27	
	METRO	64		37	37		27	27	
WLS	TOTAL	975	156	14	170	183	175	358	447
	METRO	735	139	14	153	139	97	236	346
WMAQ	TOTAL	101		41	41		51	51	9
	METRO	78		18	18		51	51	9
WMAQ FM	TOTAL	27	13		13		14	14	
	METRO	14					14	14	
WMBI	TOTAL	16		9	9		7	7	
	METRO	16		9	9		7	7	
WMBI FM	TOTAL	14					14	14	
	METRO	14					14	14	
WNUS	TOTAL	86	17	32	49	13	24	37	
	METRO	86	17	32	49	13	24	37	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

12.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

12.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	93	17	24	41	43		43	9
	METRO	93	17	24	41	43		43	9
WVON	TOTAL	72		53	53				19
	METRO	72		53	53				19
WCA	TOTAL	17		7	7		10	10	
	METRO	17		7	7		10	10	
TOTAL LISTENING IN METRO AREA		4726	512	1127	1639	937	1717	2654	433

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

12.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

12.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	13				13		13	
WAAF METRO	13				13		13	
WAIT TOTAL	278	34	103	137	52	89	141	
WAIT METRO	278	34	103	137	52	89	141	
WBDM TOTAL	373	34	61	95	49	229	278	
WBDM METRO	357	34	45	79	49	229	278	
WBBM FM TOTAL	7				7		7	
WBBM FM METRO	7				7		7	
WCFL TOTAL	166	34	74	108	4	54	58	
WCFL METRO	162	34	74	108	4	54	54	
WDHF FM TOTAL	154	24	36	60	10	75	85	9
WDHF FM METRO	154	24	36	60	10	75	85	9
WEFM FM TOTAL	73		45	45		28	28	
WEFM FM METRO	68		45	45		23	23	
WFME FM TOTAL	333	68	73	141	39	153	192	
WFME FM METRO	333	68	73	141	39	153	192	
WFMT FM TOTAL	146	17	23	40	52	54	106	
WFMT FM METRO	146	17	23	40	52	54	106	
WGN TOTAL	346	16	174	190	46	110	156	
WGN METRO	346	16	174	190	46	110	156	
WIND TOTAL	693	152	125	277	192	224	416	
WIND METRO	693	152	125	277	192	224	416	
WJJD TOTAL	208		37	37	112	59	171	
WJJD METRO	186		37	37	90	59	149	
WKFM FM TOTAL	101	25	37	62	7	32	39	
WKFM FM METRO	81	17	37	54		27	27	
WLS TOTAL	1063	195	14	209	213	129	342	512
WLS METRO	829	178	14	192	164	78	242	395
WMAQ TOTAL	151		41	41	20	90	110	
WMAQ METRO	128		18	18	20	90	110	
WMAQ FM TOTAL	6	6		6				
WMAQ FM METRO	-1							
WMBI TOTAL	7					7	7	
WMBI METRO	7					7	7	
WMBI FM TOTAL	14					14	14	
WMBI FM METRO	14					14	14	
WNUS TOTAL	86	17	32	49		37	37	
WNUS METRO	86	17	32	49		37	37	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

12.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

12.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	66		24	24	19	14	33	9
WSDM FM METRO	66		24	24	19	14	33	9
WVON TOTAL	72		53	53				19
WVON METRO	72		53	53				19
WKCA TOTAL	10					10	10	
WKCA METRO	10					10	10	
TOTAL LISTENING IN METRO AREA	4651	676	1065	1741	816	1644	2460	450

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

1.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL METRO	30 30	17 17		17 17	13 13		13 13	
WAIT TOTAL METRO	240 240	17 17	88 88	105 105	65 65	61 61	126 126	9 9
WBBM TOTAL METRO	423 423	51 51	54 54	105 105	65 65	253 253	318 318	
WBBM FM TOTAL METRO	-1 -1							
WCFL TOTAL METRO	262 262	41 41	109 109	150 150		88 88	88 88	24 24
WDHF FM TOTAL METRO	218 218	24 24	63 63	87 87	10 10	112 112	122 122	9 9
WEFM FM TOTAL METRO	86 86		45 45	45 45		41 41	41 41	
WFMF FM TOTAL METRO	307 307	51 51	64 64	115 115	39 39	153 153	192 192	
WFMT FM TOTAL METRO	103 103		23 23	23 23	39 39	41 41	80 80	
WGN TOTAL METRO	666 660	85 79	285 285	370 364	90 90	174 174	264 264	32 32
WIND TOTAL METRO	634 634	110 110	117 117	227 227	186 186	221 221	407 407	
WJJD TOTAL METRO	225 176	25 25	61 37	86 62	73 48	59 59	132 107	7 7
WKFM FM TOTAL METRO	138 113	25 17	55 55	80 72	7	51 41	58 41	
WLS TOTAL METRO	1224 985	194 182	34 34	228 216	288 241	79 56	367 297	629 472
WHAQ TOTAL METRO	93 93	41 41	9 9	50 50	13 13	30 30	43 43	
WHAQ FM TOTAL METRO	-1 -1							
WMBI TOTAL METRO	57 46		9 9	9 9	10 10	27 27	37 37	11
WMBI FM TOTAL METRO	52 52		18 18	18 18		34 34	34 34	
WNUS TOTAL METRO	69 69		32 32	32 32		37 37	37 37	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

1.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

1.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	60 60		24 24	24 24	13 13	14 14	27 27	9 9
WVON TOTAL METRO	78 78		53 53	53 53	16 16		16 16	9 9
HWCA TOTAL METRO	10 10					10 10	10 10	
TOTAL LISTENING IN METRO AREA	5024	746	1219	1965	897	1581	2478	581

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

1.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

1.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
		WAAF TOTAL METRO	34 34				20 20	
WAIT TOTAL METRO	177 177		89 89	89 89	52 52	27 27	79 79	9 9
WBBM TOTAL METRO	408 408	51 51	45 45	96 96	82 82	230 230	312 312	
WBBM FM TOTAL METRO	-1 -1							
WCFL TOTAL METRO	427 418	125 116	181 181	306 297		102 102	102 102	19 19
WDHF FM TOTAL METRO	213 213	24 24	63 63	87 87	23 23	94 94	117 117	9 9
WEFH FM TOTAL METRO	77 77		54 54	54 54		23 23	23 23	
WFME FM TOTAL METRO	305 305	51 51	55 55	106 106	39 39	160 160	199 199	
WFMT FM TOTAL METRO	97 97		23 23	23 23	33 33	41 41	74 74	
WGN TOTAL METRO	1106 1050	118 106	495 458	613 564	126 119	296 296	422 415	71 71
WIND TOTAL METRO	548 539	51 51	117 117	168 168	195 186	180 180	375 366	5 5
WJJD TOTAL METRO	173 127	17 17	41 18	58 35	59 36	49 49	108 85	7 7
WKFM FM TOTAL METRO	138 113	25 17	55 55	80 72	7	51 41	58 41	
WLS TOTAL METRO	1266 1016	194 169	52 52	246 221	315 259	68 44	383 303	637 492
WMAQ TOTAL METRO	108 103		36 36	36 36	16 16	56 51	72 67	
WMAQ FM TOTAL METRO	-1 -1							
WMBI TOTAL METRO	58 47	17 17		17 17	10 10	20 20	30 30	11
WMBI FM TOTAL METRO	52 52		18 18	18 18		34 34	34 34	
WNUS TOTAL METRO	32 32		18 18	18 18		14 14	14 14	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

1.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

1.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
		WSDM FM TOTAL METRO	50 50	8 8		8 8	19 19	
WVON TOTAL METRO	101 101	17 17	53 53	70 70	22 22		22 22	9 9
WVCA TOTAL METRO	-1 -1							
TOTAL LISTENING IN METRO AREA	5380	752	1439	2191	970	1579	2549	640

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

SATURDAY + SUNDAY
2.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

2.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL	27				13	14	27	
	METRO	27				13	14	27	
WAIT	TOTAL	210		89	89	46	61	107	14
	METRO	190		89	89	46	41	87	14
WBBM	TOTAL	408	51	45	96	82	230	312	
	METRO	408	51	45	96	82	230	312	
WBBM FM	TOTAL	-1							
	METRO	-1							
WCFL	TOTAL	599	122	249	371	13	182	195	33
	METRO	590	113	249	362	13	182	195	33
WDHF FM	TOTAL	194	32	63	95	23	67	90	9
	METRO	194	32	63	95	23	67	90	9
WEFM FM	TOTAL	46		36	36		10	10	
	METRO	46		36	36		10	10	
WFMF FM	TOTAL	222	17	32	49	13	160	173	
	METRO	222	17	32	49	13	160	173	
WFMT FM	TOTAL	121		28	28	52	41	93	
	METRO	121		28	28	52	41	93	
WGN	TOTAL	1284	285	488	773	125	320	445	66
	METRO	1252	272	469	741	125	320	445	66
WIND	TOTAL	575	68	113	181	221	173	394	
	METRO	566	68	113	181	212	173	385	
HJJD	TOTAL	315	82	48	130	112	59	171	14
	METRO	274	82	25	107	94	59	153	14
WKFM FM	TOTAL	122	9	55	64	7	51	58	
	METRO	96		55	55		41	41	
WLS	TOTAL	1211	156	69	225	249	98	347	639
	METRO	991	144	60	204	202	74	276	511
WHAQ	TOTAL	163		36	36	29	98	127	
	METRO	143		36	36	29	78	107	
WHAQ FM	TOTAL	-1							
	METRO	-1							
WMBI	TOTAL	65	17		17	10	27	37	11
	METRO	54	17		17	10	27	37	
WMBI FM	TOTAL	27					27	27	
	METRO	27					27	27	
WNUS	TOTAL	62	17	18	35		27	27	
	METRO	62	17	18	35		27	27	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

SATURDAY + SUNDAY
2.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

2.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	66	17		17	26	14	40	9
	METRO	66	17		17	26	14	40	9
WVON	TOTAL	104		53	53	42		42	9
	METRO	104		53	53	42		42	9
WwCA	TOTAL	-1							
	METRO	-1							
TOTAL LISTENING IN METRO AREA		5875	938	1454	2392	1015	1786	2801	682

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

2.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

2.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL	21				7	14	21	
	METRO	21				7	14	21	
WAIT	TOTAL	174		71	71	39	37	76	27
	METRO	164		71	71	39	27	66	27
WBBM	TOTAL	396	51	45	96	76	224	300	
	METRO	396	51	45	96	76	224	300	
WBBM FM	TOTAL	-1							
	METRO	-1							
WCFL	TOTAL	739	168	322	490	33	183	216	33
	METRO	739	168	322	490	33	183	216	33
WDHF FM	TOTAL	203	41	63	104	23	67	90	9
	METRO	203	41	63	104	23	67	90	9
WEFM FM	TOTAL	37		27	27		10	10	
	METRO	37		27	27		10	10	
WFME FM	TOTAL	213	17	23	40	13	160	173	
	METRO	213	17	23	40	13	160	173	
WFMT FM	TOTAL	94		14	14	39	41	80	
	METRO	94		14	14	39	41	80	
WGN	TOTAL	1413	327	563	890	83	348	431	92
	METRO	1352	315	514	829	83	348	431	92
WIND	TOTAL	565	85	99	184	221	160	381	
	METRO	556	85	99	184	212	160	372	
WJJD	TOTAL	282	65	32	97	112	59	171	14
	METRO	264	65	32	97	94	59	153	14
WKFM FM	TOTAL	92		55	55		37	37	
	METRO	82		55	55		27	27	
WLS	TOTAL	1113	101	70	171	247	92	339	603
	METRO	904	89	70	159	202	61	263	482
WMAQ	TOTAL	147		36	36	13	98	111	
	METRO	127		36	36	13	78	91	
WMAQ FM	TOTAL	-1							
	METRO	-1							
WMBI	TOTAL	69	25		25	17	27	44	
	METRO	54	17		17	10	27	37	
WMBI FM	TOTAL	27					27	27	
	METRO	27					27	27	
WNUS	TOTAL	53	8	18	26		27	27	
	METRO	53	8	18	26		27	27	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

2.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

2.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	66	17		17	26	14	40	9
	METRO	66	17		17	26	14	40	9
WVON	TOTAL	114		53	53	42		42	19
	METRO	114		53	53	42		42	19
WwCA	TOTAL	-1							
	METRO	-1							
TOTAL LISTENING IN METRO AREA		5863	963	1529	2492	937	1732	2669	702

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

SATURDAY + SUNDAY
3.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
3.00PM	WAAF	TOTAL 13				13		13	
	METRO	13				13		13	
	HAIT	TOTAL 201	17	71	88	26	68	94	19
	METRO	191	17	71	88	26	58	84	19
	WBBM	TOTAL 337	59		59	82	196	278	
	METRO	337	59		59	82	196	278	
	WBBM FM	TOTAL -1							
	METRO	-1							
	WCFL	TOTAL 874	211	367	578	65	177	242	54
	METRO	874	211	367	578	65	177	242	54
	WDHF FM	TOTAL 150	41	27	68	23	54	77	5
	METRO	150	41	27	68	23	54	77	5
	WEFM FM	TOTAL 46		27	27		10	10	9
	METRO	46		27	27		10	10	9
	WFME FM	TOTAL 173	17	23	40		133	133	
	METRO	173	17	23	40		133	133	
	WFMT FM	TOTAL 81		14	14	26	41	67	
	METRO	81		14	14	26	41	67	
	WGN	TOTAL 1562	283	678	961	74	394	468	133
	METRO	1501	271	629	900	74	394	468	133
	WIND	TOTAL 523	117	81	198	179	146	325	
	METRO	523	117	81	198	179	146	325	
	WJJD	TOTAL 286	65	32	97	83	92	175	14
	METRO	268	65	32	97	65	92	157	14
	WKFM FM	TOTAL 92		55	55		37	37	
	METRO	82		55	55		27	27	
	WLS	TOTAL 1382	204	43	247	242	99	341	794
	METRO	1122	175	24	199	197	92	289	634
	WMAQ	TOTAL 101		9	9	7	85	92	
	METRO	80		9	9	7	64	71	
	WMAQ FM	TOTAL 7					7	7	
	METRO	7					7	7	
	WMBI	TOTAL 32	25		25	7		7	
	METRO	17	17		17				
	WMBI FM	TOTAL 14					14	14	
	METRO	14					14	14	
	WNUS	TOTAL 45		18	18		27	27	
	METRO	45		18	18		27	27	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

SATURDAY + SUNDAY
3.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
3.00PM	WSDM FM	TOTAL 57	17		17	13	27	40	
	METRO	57	17		17	13	27	40	
	WVON	TOTAL 124		71	71	20	7	27	26
	METRO	124		71	71	20	7	27	26
	WVCA	TOTAL -1							
	METRO	-1							
	TOTAL LISTENING IN METRO AREA	6146	1114	1526	2640	829	1776	2605	901

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

SATURDAY + SUNDAY
3.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

3.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
		WAAF	TOTAL 21 METRO 21	8 8		8 8	13 13	
WAIT	TOTAL 174 METRO 164	8 8	53 53	61 61	26 26	68 58	94 84	19 19
WBBM	TOTAL 398 METRO 384	85 85	27 27	112 112	82 82	204 190	286 272	
WBBM FM	TOTAL 7 METRO 7				7 7		7 7	
WCFL	TOTAL 925 METRO 925	152 152	376 376	528 528	85 85	241 241	326 326	71 71
WDHF FM	TOTAL 131 METRO 131	49 49	18 18	67 67	23 23	41 41	64 64	
WEFH FM	TOTAL 46 METRO 46		27 27	27 27		10 10	10 10	9 9
WFHF FM	TOTAL 146 METRO 146	17 17	23 23	40 40		106 106	106 106	
WFMT FM	TOTAL 68 METRO 68		14 14	14 14	13 13	41 41	54 54	
WGN	TOTAL 1467 METRO 1405	241 228	680 631	921 859	74 74	364 364	438 438	108 108
WIND	TOTAL 455 METRO 455	75 75	72 72	147 147	147 147	161 161	308 308	
WJJD	TOTAL 345 METRO 318	94 85	65 65	159 150	80 62	92 92	172 154	14 14
WKFM FM	TOTAL 82 METRO 82		55 55	55 55		27 27	27 27	
WLS	TOTAL 1378 METRO 1103	217 187	43 24	260 211	297 243	65 65	362 308	756 584
WMAQ	TOTAL 85 METRO 64					85 64	85 64	
WMAQ FM	TOTAL 7 METRO 7					7 7	7 7	
WMBI	TOTAL 54 METRO 38	47 38		47 38	7		7	
WMBI FM	TOTAL 14 METRO 14					14 14	14 14	
WNUS	TOTAL 45 METRO 45		18 18	18 18		27 27	27 27	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

SATURDAY + SUNDAY
3.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

3.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
		*SDH FM	TOTAL 57 METRO 57	17 17		17 17	13 13	
*VON	TOTAL 110 METRO 110		71 71	71 71	13 13		13 13	26 26
*WCA	TOTAL -1 METRO -1							
TOTAL LISTENING IN METRO AREA	5982	1025	1553	2578	825	1741	2566	638

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

4.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

4.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL METRO	88	88		88				
WAIT TOTAL METRO	176176		5353	5353	3939	7575	114114	99
WBBM TOTAL METRO	302302	5151	2727	7878	6969	155155	224224	
WBBM FM TOTAL METRO	1313				1313		1313	
WCFL TOTAL METRO	816798	110110	393375	503485	8585	189189	274274	3939
WDHF FM TOTAL METRO	163163	8181	1818	9999	2323	4141	6464	
WEFM FM TOTAL METRO	5555		4545	4545		1010	1010	
WFHF FM TOTAL METRO	120120		4141	4141		7979	7979	
WFMT FM TOTAL METRO	5959		3232	3232		2727	2727	
WGN TOTAL METRO	11931170	261261	498475	759736	6161	309309	370370	6464
WIND TOTAL METRO	419401	5151	8181	132132	137119	150150	287269	
WJJD TOTAL METRO	270217	10479	1818	12297	8456	5050	134106	1414
WKFM FM TOTAL METRO	6464		3737	3737		2727	2727	
WLS TOTAL METRO	13711140	278248	2424	302272	301246	3232	333278	736590
WMAQ TOTAL METRO	11481		1212	1212	2222	8059	10281	
WMAQ FM TOTAL METRO	1414					1414	1414	
WMBI TOTAL METRO	1717	1717		1717				
WMBI FM TOTAL METRO	1414					1414	1414	
WNUS TOTAL METRO	2020					2020	2020	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

4.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

4.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	4040				1313	2727	4040	
WVON TOTAL METRO	7979		5353	5353				2626
WVCA TOTAL METRO	-1-1							
TOTAL LISTENING IN METRO AREA	5318	939	1380	2319	773	1463	2236	763

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

SATURDAY + SUNDAY

MAY 1965

4.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

4.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)		
		WAAF	TOTAL METRO	-1 -1					
WAIT	TOTAL METRO	172 172	18 18	18 18	52 52	83 83	135 135	19 19	
WBBM	TOTAL METRO	294 294	76 76	54 54	130 130	63 63	101 101	164 164	
WBBM FM	TOTAL METRO	-1 -1							
WCFL	TOTAL METRO	434 415	76 76	226 207	302 283	20 20	82 82	102 102	30 30
WDHF FM	TOTAL METRO	142 142	81 81	18 18	99 99	16 16	27 27	43 43	
WEFM FM	TOTAL METRO	55 55		45 45	45 45		10 10	10 10	
WFMF FM	TOTAL METRO	113 113		41 41	41 41		72 72	72 72	
WFMT FM	TOTAL METRO	46 46		32 32	32 32		14 14	14 14	
WGN	TOTAL METRO	981 966	250 250	338 323	588 573	81 81	248 248	329 329	64 64
WIND	TOTAL METRO	368 368	51 51	90 90	141 141	91 91	136 136	227 227	
WJJD	TOTAL METRO	255 186	83 58	18 18	101 76	90 46	50 50	140 96	14 14
WKFM FM	TOTAL METRO	55 55		28 28	28 28		27 27	27 27	
WLS	TOTAL METRO	1330 1093	251 221	43 24	294 245	303 247	10 10	313 257	723 591
WHAQ	TOTAL METRO	142 99		41 18	41 18	13 13	88 68	101 81	
WHAQ FM	TOTAL METRO	14 14					14 14	14 14	
WMBI	TOTAL METRO	17 17	17 17		17 17				
WMBI FM	TOTAL METRO	23 23		9 9	9 9		14 14	14 14	
WNUS	TOTAL METRO	72 72		45 45	45 45		27 27	27 27	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

SATURDAY + SUNDAY

MAY 1965

4.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

4.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)		
		WSDM FM	TOTAL METRO	40 40			13 13		27 27
WVON	TOTAL METRO	79 79		53 53	53 53			26 26	
WNCA	TOTAL METRO	-1 -1							
TOTAL LISTENING IN METRO AREA		4554	865	1100	1965	681	1165	1846	743

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

SATURDAY + SUNDAY

MAY 1965

5.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

5.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL METRO	-1 -1							
WAIT TOTAL METRO	195 195	17 17	45 45	62 62	39 39	66 66	105 105	28 28
WBBM TOTAL METRO	154 154	17 17	27 27	44 44	43 43	67 67	110 110	
WBBM FM TOTAL METRO	13 13				13 13		13 13	
WCFL TOTAL METRO	463 435	51 51	257 239	308 290	13 13	111 101	124 114	31 31
WDHF FM TOTAL METRO	163 163	81 81	36 36	117 117	19 19	27 27	46 46	
WEFM FM TOTAL METRO	42 42		32 32	32 32		10 10	10 10	
WFME FM TOTAL METRO	161 161	17 17	59 59	76 76	13 13	72 72	85 85	
WFMT FM TOTAL METRO	46 46		32 32	32 32		14 14	14 14	
WGN TOTAL METRO	712 704	185 185	246 238	431 423	68 68	158 158	226 226	55 55
WIND TOTAL METRO	352 352	42 42	45 45	87 87	124 124	136 136	260 260	5 5
WJJD TOTAL METRO	238 212	41 41	27 27	68 68	93 67	69 69	162 136	8 8
WKFM FM TOTAL METRO	34 34		20 20	20 20		14 14	14 14	
WLS TOTAL METRO	1147 974	165 119	60 60	225 179	208 199	30 30	238 229	684 566
WMAQ TOTAL METRO	102 79		48 25	48 25		54 54	54 54	
WMAQ FM TOTAL METRO	-1 -1							
WMBI TOTAL METRO	45 45	17 17	18 18	35 35		10 10	10 10	
WMBI FM TOTAL METRO	60 60		53 53	53 53		7 7	7 7	
WNUS TOTAL METRO	45 45		18 18	18 18		27 27	27 27	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

SATURDAY + SUNDAY

MAY 1965

5.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

5.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	53 53				26 26	27 27	53 53	
WVON TOTAL METRO	79 79		53 53	53 53				26 26
WKCA TOTAL METRO	-1 -1							
TOTAL LISTENING IN METRO AREA	4062	621	1120	1741	650	946	1596	725

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

5.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

5.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL	36		36	36				
	METRO	36		36	36				
HAIT	TOTAL	184	13	53	66	49	41	90	28
	METRO	161		53	53	39	41	80	28
WBBM	TOTAL	121		18	18	36	67	103	
	METRO	121		18	18	36	67	103	
WBBM FM	TOTAL	7				7		7	
	METRO	7				7		7	
WCFL	TOTAL	476	75	238	313		127	127	36
	METRO	476	75	238	313		127	127	36
WDHF FM	TOTAL	159	73	53	126	19	14	33	
	METRO	159	73	53	126	19	14	33	
WEFM FM	TOTAL	77	13	40	53		24	24	
	METRO	64		40	40		24	24	
WFMF FM	TOTAL	140	17	59	76	13	51	64	
	METRO	140	17	59	76	13	51	64	
WFMT FM	TOTAL	46		32	32		14	14	
	METRO	46		32	32		14	14	
WGN	TOTAL	492	131	156	287	42	122	164	41
	METRO	492	131	156	287	42	122	164	41
WIND	TOTAL	390	68	61	129	111	143	254	7
	METRO	390	68	61	129	111	143	254	7
WJJD	TOTAL	268	41	36	77	114	69	183	8
	METRO	233	41	36	77	79	69	148	8
WKFM FM	TOTAL	24		10	10		14	14	
	METRO	24		10	10		14	14	
WLS	TOTAL	1168	174	51	225	281	20	301	642
	METRO	950	136	51	187	208	20	228	535
WMAQ	TOTAL	97		41	41		56	56	
	METRO	64		18	18		46	46	
WMAQ FM	TOTAL	13				13		13	
	METRO	13				13		13	
WMBI	TOTAL	59		18	18	26	15	41	
	METRO	59		18	18	26	15	41	
WMBI FM	TOTAL	18		18	18				
	METRO	18		18	18				
WNUS	TOTAL	54		27	27		27	27	
	METRO	54		27	27		27	27	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

5.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

5.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	74		42	42			32	
	METRO	74		42	42			32	
WVON	TOTAL	79		53	53				26
	METRO	79		53	53				26
WKCA	TOTAL	-1							
	METRO	-1							
TOTAL LISTENING IN METRO AREA		3880	573	1114	1687	651	850	1501	692

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

6.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL	74		54	54		20	20	
	METRO	74		54	54		20	20	
WAIT	TOTAL	92	17	27	44	20	14	34	14
	METRO	92	17	27	44	20	14	34	14
WBBM	TOTAL	143	6	36	42	47	54	101	
	METRO	132		36	36	42	54	96	
WBBM FM	TOTAL	-1							
	METRO	-1							
WCFL	TOTAL	457	75	226	301	20	118	138	18
	METRO	457	75	226	301	20	118	138	18
WDHF FM	TOTAL	109	56		56	19	34	53	
	METRO	109	56		56	19	34	53	
WEFM FM	TOTAL	114	13	77	90		24	24	
	METRO	101		77	77		24	24	
WFMF FM	TOTAL	97	17	53	70	13	14	27	
	METRO	97	17	53	70	13	14	27	
WFHT FM	TOTAL	45		18	18		27	27	
	METRO	45		18	18		27	27	
WGN	TOTAL	446	34	204	238	36	129	165	43
	METRO	393	34	156	190	36	124	160	43
WIND	TOTAL	299	55	62	117	39	136	175	7
	METRO	299	55	62	117	39	136	175	7
WJJD	TOTAL	156	24	18	42	66	40	106	8
	METRO	130	24	18	42	40	40	80	8
WKFM FM	TOTAL	10		10	10				
	METRO	10		10	10				
WLS	TOTAL	1101	186	33	219	196	34	230	652
	METRO	908	174	33	207	140	34	174	527
WMAQ	TOTAL	58	17		17		41	41	
	METRO	58	17		17		41	41	
WMAQ FM	TOTAL	13				13		13	
	METRO	13				13		13	
WMBI	TOTAL	35		9	9	26		26	
	METRO	35		9	9	26		26	
WMBI FM	TOTAL	24		24	24				
	METRO	-1							
WNUS	TOTAL	32		18	18		14	14	
	METRO	32		18	18		14	14	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

6.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	63		24	24	39		39	
	METRO	63		24	24	39		39	
WVON	TOTAL	69		53	53				16
	METRO	69		53	53				16
WMCA	TOTAL	24		14	14		10	10	
	METRO	24		14	14		10	10	
TOTAL LISTENING IN METRO AREA		3455	502	985	1487	498	831	1329	639

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

6.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WAAF	TOTAL	-1							
	METRO	-1							
WAIT	TOTAL	170	42	18	60	33	59	92	18
	METRO	170	42	18	60	33	59	92	18
WBBM	TOTAL	99		9	9	23	67	90	
	METRO	99		9	9	23	67	90	
WBBM FM	TOTAL	-1							
	METRO	-1							
WCFL	TOTAL	193	8	99	107		77	77	9
	METRO	193	8	99	107		77	77	9
WDHF FM	TOTAL	139	64	10	74	19	46	65	
	METRO	139	64	10	74	19	46	65	
WEFM FM	TOTAL	45		45	45				
	METRO	45		45	45				
WFHF FM	TOTAL	71	17	27	44	13	14	27	
	METRO	71	17	27	44	13	14	27	
WFMT FM	TOTAL	40				13	27	40	
	METRO	40				13	27	40	
WGN	TOTAL	299	34	109	143	26	117	143	13
	METRO	252	34	62	96	26	117	143	13
WIND	TOTAL	139	34	53	87	13	20	33	19
	METRO	139	34	53	87	13	20	33	19
WJJD	TOTAL	130	24	18	42	55	20	75	13
	METRO	112	24	18	42	37	20	57	13
WKFM FM	TOTAL	-1							
	METRO	-1							
WLS	TOTAL	456	118	24	142	153	19	172	142
	METRO	352	106	24	130	96	19	115	107
WHAQ	TOTAL	78				7	71	78	
	METRO	58				7	51	58	
WHAQ FM	TOTAL	-1							
	METRO	-1							
WHBI	TOTAL	13				13		13	
	METRO	13				13		13	
WHBI FM	TOTAL	24		24	24				
	METRO	-1							
WNUS	TOTAL	14					14	14	
	METRO	14					14	14	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

6.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WSDM FM	TOTAL	26							
	METRO	26							
WVON	TOTAL	91		53	53	13		13	25
	METRO	91		53	53	13		13	25
WVCA	TOTAL	24		14	14		10	10	
	METRO	24		14	14		10	10	
TOTAL LISTENING IN METRO AREA		2056	338	501	839	377	624	1001	216

**AVERAGE QUARTER-HOUR
Listening Estimates**

SATURDAY + SUNDAY

7.00PM

CHICAGO
MAY 1965

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL METRO	17 17	17 17		17 17				
WAIT TOTAL METRO	141 141	34 34	18 18	52 52	26 26	40 40	66 66	23 23
WBBM TOTAL METRO	68 68					68 68	68 68	
WBBM FM TOTAL METRO	-1 -1							
WCFL TOTAL METRO	79 79	8 8	45 45	53 53		26 26	26 26	
WDHF FM TOTAL METRO	145 145	56 56	37 37	93 93	19 19	33 33	52 52	
WEFM FM TOTAL METRO	45 45		45 45	45 45				
WFME FM TOTAL METRO	59 59		45 45	45 45		14 14	14 14	
WFMT FM TOTAL METRO	27 27				13 13	14 14	27 27	
WGN TOTAL METRO	346 290	34 34	145 98	179 132	48 39	105 105	153 144	14 14
WIND TOTAL METRO	105 105	17 17	36 36	53 53	33 33	14 14	47 47	5 5
WJJD TOTAL METRO	123 105	24 24	18 18	42 42	43 25	20 20	63 45	18 18
WKFM FM TOTAL METRO	-1 -1							
WLS TOTAL METRO	591 455	130 110	33 33	163 143	165 108	19 7	184 115	244 197
WMAQ TOTAL METRO	98 78		7 7	7 7	7 7	84 64	91 71	
WMAQ FM TOTAL METRO	14 14					14 14	14 14	
WMBI TOTAL METRO	15 15					15 15	15 15	
WMBI FM TOTAL METRO	24 -1		24	24				
WNUS TOTAL METRO	49 49	23 23		23 23		26 26	26 26	

**AVERAGE QUARTER-HOUR
Listening Estimates**

SATURDAY + SUNDAY

7.00PM

CHICAGO
MAY 1965

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	-1 -1							
WVDN TOTAL METRO	82 82		53 53	53 53	13 13		13 13	16 16
WVCA TOTAL METRO	10 10					10 10	10 10	
TOTAL LISTENING IN METRO AREA	2087	338	522	860	335	606	941	286

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

7.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WAIT	TOTAL	84	17		17	13	27	40	27	
	METRO	84	17		17	13	27	40	27	
WBBM	TOTAL	97	31		31		66	66		
	METRO	97	31		31		66	66		
WBBM FM	TOTAL	-1								
	METRO	-1								
WCFL	TOTAL	45		19	19		26	26		
	METRO	45		19	19		26	26		
WDHF FM	TOTAL	143	56	28	84	26	33	59		
	METRO	127	47	28	75	19	33	52		
WEFM FM	TOTAL	45		45	45					
	METRO	45		45	45					
WFHF FM	TOTAL	59		45	45		14	14		
	METRO	59		45	45		14	14		
WFMT FM	TOTAL	45		18	18	13	14	27		
	METRO	45		18	18	13	14	27		
WGN	TOTAL	247	25	109	134	35	64	99	14	
	METRO	191	25	62	87	26	64	90	14	
WIND	TOTAL	73	17	18	35	29		29	9	
	METRO	73	17	18	35	29		29	9	
WJJD	TOTAL	77	32		32	17	20	37	8	
	METRO	77	32		32	17	20	37	8	
WKFM FM	TOTAL	9		9	9					
	METRO	9		9	9					
WLS	TOTAL	845	199	42	241	172	26	198	406	
	METRO	706	178	42	220	115	14	129	357	
WMAQ	TOTAL	57					57	57		
	METRO	37					37	37		
WMAQ FM	TOTAL	14					14	14		
	METRO	14					14	14		
WMBI	TOTAL	-1								
	METRO	-1								
WMBI FM	TOTAL	24		24	24					
	METRO	-1								
WNUS	TOTAL	20					20	20		
	METRO	20					20	20		

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

7.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WSDR FM	TOTAL	20								
	METRO	20								
NVON	TOTAL	82		53	53	13		13	16	
	METRO	82		53	53	13		13	16	
WVCA	TOTAL	10					10	10		
	METRO	10					10	10		
TOTAL LISTENING IN METRO AREA		2021	372	408	780	321	482	803	438	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

8.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
* WAIT TOTAL	53	34		34				19	
METRO	53	34		34				19	
WBBM TOTAL	77	40		40		37	37		
METRO	67	40		40		27	27		
WBBM FM TOTAL	-1								
METRO	-1								
WCFL TOTAL	88	8	10	18	7	63	70		
METRO	88	8	10	18	7	63	70		
WDHF FM TOTAL	143	56	28	84	26	33	59		
METRO	127	47	28	75	19	33	52		
WEFM FM TOTAL	45		45	45					
METRO	45		45	45					
WFMF FM TOTAL	41		28	28	13		13		
METRO	41		28	28	13		13		
WFMT FM TOTAL	41		28	28	13		13		
METRO	41		28	28	13		13		
WGN TOTAL	332	67	83	150	29	144	173	9	
METRO	276	67	36	103	20	144	164	9	
WIND TOTAL	62	17	18	35	13		13	14	
METRO	62	17	18	35	13		13	14	
WJJD TOTAL	49				21	20	41	8	
METRO	49				21	20	41	8	
WKFM FM TOTAL	14					14	14		
METRO	14					14	14		
WLS TOTAL	877	164	60	224	132	42	174	479	
METRO	733	152	60	212	75	30	105	416	
WMAQ TOTAL	46					37	37	9	
METRO	36					27	27	9	
WMAQ FM TOTAL	14					14	14		
METRO	14					14	14		
WMBI FM TOTAL	35		24	24				11	
METRO	-1								
WNUS TOTAL	25		18	18		7	7		
METRO	25		18	18		7	7		

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

8.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WSDM FM TOTAL	31		18	18	13		13		
METRO	31		18	18	13		13		
WVON TOTAL	86	17	53	70				16	
METRO	86	17	53	70				16	
WVCA TOTAL	-1								
METRO	-1								
TOTAL LISTENING IN METRO AREA	2029	438	368	806	262	479	741	482	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

8.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WBBM	TOTAL	63	8	18	26		37	37	
	METRO	53	8	18	26		27	27	
WBBM FM	TOTAL	-1							
	METRO	-1							
WCFL	TOTAL	89	17	10	27	13	49	62	
	METRO	89	17	10	27	13	49	62	
WDHF FM	TOTAL	127	47	28	75	19	33	52	
	METRO	127	47	28	75	19	33	52	
WEFM FM	TOTAL	58		45	45		13	13	
	METRO	58		45	45		13	13	
WFMF FM	TOTAL	33		20	20	13		13	
	METRO	33		20	20	13		13	
WFMT FM	TOTAL	31		18	18	13		13	
	METRO	31		18	18	13		13	
WGN	TOTAL	322	49	130	179	13	125	138	5
	METRO	229	49	46	95	4	125	129	5
WIND	TOTAL	58	17	18	35	7	7	14	9
	METRO	58	17	18	35	7	7	14	9
WJJD	TOTAL	53		8	8	21	20	41	4
	METRO	45				21	20	41	4
WKFM FM	TOTAL	14					14	14	
	METRO	14					14	14	
WLS	TOTAL	534	139	27	166	84		84	284
	METRO	457	127	27	154	27		27	276
WMAQ	TOTAL	33					24	24	9
	METRO	23					14	14	9
WMAQ FM	TOTAL	14					14	14	
	METRO	14					14	14	
WMBI FM	TOTAL	35		24	24				11
	METRO	-1							
WNUS	TOTAL	37		27	27				10
	METRO	37		27	27				10

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

8.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	31		18	18		13	13	
	METRO	31		18	18		13	13	
WVON	TOTAL	109	17	53	70				39
	METRO	109	17	53	70				39
WVCA	TOTAL	-1							
	METRO	-1							
TOTAL LISTENING IN METRO AREA		1633	349	364	713	159	409	568	352

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

9.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WBBM TOTAL METRO	89 79	34 34	18 18	52 52		37 27	37 27	
WBBM FM TOTAL METRO	14 14					14 14	14 14	
WCFL TOTAL METRO	109 95	25 25	42 28	67 53	13 13	29 29	42 42	
WDHF FM TOTAL METRO	157 157	47 47	67 67	114 114	19 19	24 24	43 43	
WEFM FM TOTAL METRO	72 72		45 45	45 45		27 27	27 27	
WFMF FM TOTAL METRO	23 23		10 10	10 10	13 13		13 13	
WFMT FM TOTAL METRO	35 35	17 17	18 18	35 35				
WGN TOTAL METRO	257 210	50 50	85 48	135 98	17 7	105 105	122 112	
WIND TOTAL METRO	137 137	34 34	36 36	70 70	29 29	5 5	34 34	33 33
WJJD TOTAL METRO	32 17		15 15	15 15	7 7	10 10	17 17	
WKFM FM TOTAL METRO	44 44	17 17		17 17	13 13	14 14	27 27	
WLS TOTAL METRO	597 504	80 68	24 24	104 92	110 53	31 31	141 84	352 328
WMAQ TOTAL METRO	31 21				7 7	24 14	31 21	
WMAQ FM TOTAL METRO	-1 -1							
WMBI FM TOTAL METRO	38 14		24 24	24 24		14 14	14 14	
WNUS TOTAL METRO	51 51	8 8	36 36	44 44	7 7		7 7	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

9.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSOM FM TOTAL METRO	-1 -1							
WVON TOTAL METRO	145 145	34 34	53 53	87 87				58 58
WNCA TOTAL METRO	5 5						5 5	5 5
TOTAL LISTENING IN METRO AREA	1862	401	425	826	224	394	618	418

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

SATURDAY + SUNDAY
9.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WBBM TOTAL	110	34	25	59		51	51	
METRO	100	34	25	59		41	41	
WBBM FM TOTAL	14					14	14	
METRO	14					14	14	
WCFL TOTAL	129	25	51	76	7	46	53	
METRO	115	25	37	62	7	46	53	
WDHF FM TOTAL	183	64	76	140	19	24	43	
METRO	183	64	76	140	19	24	43	
WEFM FM TOTAL	66		46	46		20	20	
METRO	66		46	46		20	20	
WFHF FM TOTAL	23		10	10	13		13	
METRO	23		10	10	13		13	
WFMT FM TOTAL	18		18	18				
METRO	18		18	18				
WGN TOTAL	224	50	79	129	9	86	95	
METRO	132	50	18	68		64	64	
WIND TOTAL	146	34	36	70	29	10	39	37
METRO	146	34	36	70	29	10	39	37
WKFM FM TOTAL	44	17		17	13	14	27	
METRO	44	17		17	13	14	27	
WLS TOTAL	639	71	38	109	103	31	134	396
METRO	546	59	38	97	46	31	77	372
WMAQ TOTAL	14					14	14	
METRO	14					14	14	
WMAQ FM TOTAL	-1							
METRO	-1							
WMBI FM TOTAL	38		24	24		14	14	
METRO	14					14	14	
WNUS TOTAL	83	25	45	70	13		13	
METRO	83	25	45	70	13		13	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO
MAY 1965

SATURDAY + SUNDAY
9.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	-1							
METRO	-1							
WVON TOTAL	126	34	53	87				39
METRO	126	34	53	87				39
HWCA TOTAL	24		14	14		10	10	
METRO	24		14	14		10	10	
TOTAL LISTENING IN METRO AREA	1804	377	443	820	189	347	536	448

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

10.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WBBM TOTAL METRO	76 45		18 18	18 18		58 27	58 27	
WBBM FM TOTAL METRO	14 14					14 14	14 14	
WCFL TOTAL METRO	192 178	17 17	103 89	120 106		54 54	54 54	18 18
WDHF FM TOTAL METRO	93 93	29 29	49 49	78 78	5 5	10 10	15 15	
WEFM FM TOTAL METRO	59 59		46 46	46 46		13 13	13 13	
WFHF FM TOTAL METRO	-1 -1							
WFMT FM TOTAL METRO	55 55	17 17	18 18	35 35	20 20		20 20	
WGN TOTAL METRO	273 152	25 25	94 44	119 69	31 13	123 70	154 83	
WIND TOTAL METRO	139 139	34 34	42 42	76 76	30 30	17 17	47 47	16 16
WKFM FM TOTAL METRO	30 30	17 17		17 17	13 13		13 13	
WLS TOTAL METRO	828 686	107 70	7 7	114 77	114 57		114 57	600 552
WMAQ TOTAL METRO	-1 -1							
WMAQ FM TOTAL METRO	-1 -1							
WMBZ FM TOTAL METRO	32 32		18 18	18 18		14 14	14 14	
WNUS TOTAL METRO	43 43		36 36	36 36		7 7	7 7	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

10.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	17 17	17 17		17 17				
WVON TOTAL METRO	111 111	25 25	53 53	78 78	7 7	7 7	14 14	19 19
WNCA TOTAL METRO	12 12		7 7	7 7		5 5	5 5	
TOTAL LISTENING IN METRO AREA	1798	274	465	739	170	284	454	605

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

10.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WBBM TOTAL METRO	144 113	23 23	36 36	59 59	13 13	72 41	85 54	
WBBM FM TOTAL METRO	14 14					14 14	14 14	
WCFL TOTAL METRO	242 228	8 8	146 132	154 140		74 74	74 74	14 14
WDHF FM TOTAL METRO	67 67	8 8	49 49	57 57		10 10	10 10	
WEFM FM TOTAL METRO	27 27		27 27	27 27				
WFME FM TOTAL METRO	-1 -1							
WFMT FM TOTAL METRO	61 61	17 17	18 18	35 35	26 26		26 26	
WGN TOTAL METRO	260 185	41 41	42 19	83 60	39 20	118 97	157 117	20 8
WIND TOTAL METRO	190 190	59 59	67 67	126 126	20 20	30 30	50 50	14 14
WKFM FM TOTAL METRO	26 26	17 17		17 17				9 9
WLS TOTAL METRO	729 556	84 47		84 47	177 82	20 20	197 102	448 407
WMAQ TOTAL METRO	57 47				20 20	37 27	57 47	
WMAQ FM TOTAL METRO	-1 -1							
WBBI FM TOTAL METRO	32 32		18 18	18 18		14 14	14 14	
WNUS TOTAL METRO	25 25		18 18	18 18		7 7	7 7	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

10.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	17 17	17 17		17 17				
WVON TOTAL METRO	112 112	17 17	53 53	70 70	13 13		13 13	29 29
WNCA TOTAL METRO	10 10						10 10	10 10
TOTAL LISTENING IN METRO AREA	1815	278	474	752	219	363	582	481

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

11.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WBBM TOTAL METRO	130 120	23 23	36 36	59 59	13 13	58 48	71 61	
WBBM FM TOTAL METRO	14 14					14 14	14 14	
WCFL TOTAL METRO	220 206		137 123	137 123	16 16	58 58	74 74	9 9
*WDHF FM TOTAL METRO	83 83		63 63	63 63		20 20	20 20	
WEFM FM TOTAL METRO	27 27		27 27	27 27				
WFHF FM TOTAL METRO	27 27					27 27	27 27	
WFHT FM TOTAL METRO	31 31		18 18	18 18	13 13		13 13	
WGN TOTAL METRO	284 222	16 16	50 27	66 43	35 17	166 145	201 162	17 17
WIND TOTAL METRO	205 205	51 51	103 103	154 154	39 39	12 12	51 51	
WKFM FM TOTAL METRO	17 17	17 17		17 17				
WLS TOTAL METRO	616 520	134 97		134 97	123 94		123 94	359 329
WMAQ TOTAL METRO	105 73		14 14	14 14	13 13	78 46	91 59	
WMAQ FM TOTAL METRO	7 7					7 7	7 7	
WNUS TOTAL METRO	61 61	34 34	27 27	61 61				

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

11.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	17 17			17 17				
WVON TOTAL METRO	104 104	25 25	36 36	61 61		14 14	14 14	29 29
WWCA TOTAL METRO	-1 -1							
TOTAL LISTENING IN METRO AREA	1816	304	487	791	244	397	641	384

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

11.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)
WBBM TOTAL	60		9	9		51	51	
METRO	50		9	9		41	41	
WBBM FM TOTAL	14					14	14	
METRO	14					14	14	
WCFL TOTAL	147		71	71	16	51	67	9
METRO	147		71	71	16	51	67	9
* WOHF FM TOTAL	47		27	27		20	20	
METRO	47		27	27		20	20	
WEFM FM TOTAL	27		27	27				
METRO	27		27	27				
WFMF FM TOTAL	31	17		17		14	14	
METRO	31	17		17		14	14	
WFMT FM TOTAL	31		18	18	13		13	
METRO	31		18	18	13		13	
WGN TOTAL	216		60	60	31	117	148	8
METRO	198		60	60	13	117	130	8
WIND TOTAL	153	51	89	140	13		13	
METRO	153	51	89	140	13		13	
WKFM FM TOTAL	17	17		17				
METRO	17	17		17				
WLS TOTAL	484	96		96	116	20	136	252
METRO	404	59		59	87	20	107	238
WMAQ TOTAL	64		7	7		57	57	
METRO	33		7	7		26	26	
WMAQ FM TOTAL	17	17		17				
METRO	17	17		17				
WNUS TOTAL	51	17	27	44	7		7	
METRO	51	17	27	44	7		7	

**AVERAGE QUARTER-HOUR
Listening Estimates**

CHICAGO

MAY 1965

SATURDAY + SUNDAY

11.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)
WSDM FM TOTAL	-1							
METRO	-1							
WVON TOTAL	113	34	36	70		14	14	29
METRO	113	34	36	70		14	14	29
WwCA TOTAL	-1							
METRO	-1							
TOTAL LISTENING IN METRO AREA	1420	235	393	628	171	336	507	285

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

Notations

UNDUPLICATED LISTENING ESTIMATES

Monday-Friday
by 3-Hour Time Periods

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

6.00AM- 9.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00AM- 9.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	165	34		34	104	27	131	
WAAF METRO	165	34		34	104	27	131	
WAIT TOTAL	2369	450	692	1142	381	763	1144	83
WAIT METRO	2290	450	655	1105	381	721	1102	83
WBBM TOTAL	2691	367	805	1172	134	1272	1406	113
WBBM METRO	2543	350	744	1094	134	1202	1336	113
WBBM FM TOTAL	26				26		26	
WBBM FM METRO	26				26		26	
WCFL TOTAL	1138	271	378	649	267	203	470	19
WCFL METRO	1107	271	347	618	267	203	470	19
WDHF FM TOTAL	339	34	86	120		168	168	51
WDHF FM METRO	339	34	86	120		168	168	51
WFHF FM TOTAL	318	68	99	167	45	106	151	
WFHF FM METRO	318	68	99	167	45	106	151	
WFMT FM TOTAL	603	68	162	230	183	190	373	
WFMT FM METRO	603	68	162	230	183	190	373	
WGN TOTAL	10924	1590	3534	5124	1456	3839	5295	505
WGN METRO	10247	1590	3321	4911	1387	3484	4871	465
WIND TOTAL	11254	1630	3507	5137	2215	3388	5603	514
WIND METRO	11189	1605	3507	5112	2197	3388	5585	492
WJJD TOTAL	1184	354	274	628	257	262	519	37
WJJD METRO	858	286	213	499	157	165	322	37
WKFH FM TOTAL	204	34	20	54	41	109	150	
WKFH FM METRO	189	34	20	54	26	109	135	
WLS TOTAL	8141	1202	1131	2333	1188	1326	2514	3294
WLS METRO	6934	1032	947	1979	951	1088	2039	2916
WMAQ TOTAL	3031	201	969	1170	323	1412	1735	126
WMAQ METRO	2829	201	969	1170	267	1282	1549	110
WMAQ FM TOTAL	411	34	178	212	26	136	162	37
WMAQ FM METRO	411	34	178	212	26	136	162	37
WMBI TOTAL	546	35	194	229	84	190	274	43
WMBI METRO	488		194	194	84	190	274	20
WMBI FM TOTAL	219		71	71		129	129	19
WMBI FM METRO	199		71	71		109	109	19
WNUS TOTAL	1872	303	669	972	131	732	863	37
WNUS METRO	1872	303	669	972	131	732	863	37

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

6.00AM- 9.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00AM- 9.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	258	34	84	118	67	54	121	19
WSDM FM METRO	258	34	84	118	67	54	121	19
WVON TOTAL	284	68	36	104	84	27	111	69
WVON METRO	284	68	36	104	84	27	111	69
WNCA TOTAL	303	42	109	151	32	120	152	
WNCA METRO	303	42	109	151	32	120	152	

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

9.00AM-12.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00AM-12.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	176		71	71	78	27	105	
METRO	176		71	71	78	27	105	
WAIT TOTAL	1797	34	405	439	370	988	1358	
METRO	1756	34	405	439	370	947	1317	
WBBM TOTAL	2250	195	407	602	253	1378	1631	17
METRO	2000	195	311	506	253	1224	1477	17
WBBM FM TOTAL	62		36	36	26		26	
METRO	62		36	36	26		26	
WCFL TOTAL	1112	169	404	573	212	327	539	
METRO	1066	169	373	542	197	327	524	
WDHF FM TOTAL	559	108	122	230	32	297	329	
METRO	559	108	122	230	32	297	329	
WEFM FM TOTAL	279	34	99	133	78	68	146	
METRO	258	34	99	133	78	47	125	
WFME FM TOTAL	410	34	63	97	71	242	313	
METRO	410	34	63	97	71	242	313	
WFHT FM TOTAL	527	34	71	105	235	187	422	
METRO	527	34	71	105	235	187	422	
WGN TOTAL	4735	588	1135	1723	875	2044	2919	93
METRO	4482	547	1075	1622	856	1911	2767	93
WIND TOTAL	4568	483	829	1312	1237	1907	3144	112
METRO	4503	483	782	1265	1219	1907	3126	112
WJJD TOTAL	1247	288	212	500	444	303	747	
METRO	953	229	212	441	327	185	512	
WKFM FM TOTAL	305	68	75	143	26	136	162	
METRO	305	68	75	143	26	136	162	
WLS TOTAL	2459	723	165	888	386	736	1122	449
METRO	2017	493	107	600	333	635	968	449
WHAQ TOTAL	1656	244	225	469	386	764	1150	37
METRO	1500	189	225	414	349	700	1049	37
WHAQ FM TOTAL	142	34		34	26	82	108	
METRO	142	34		34	26	82	108	
WMBI TOTAL	463		39	39	119	305	424	
METRO	448		39	39	104	305	409	
WMBI FM TOTAL	289		71	71	15	184	199	19
METRO	268		71	71	15	163	178	19
WNUS TOTAL	881	102	376	478	104	299	403	
METRO	881	102	376	478	104	299	403	

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

9.00AM-12.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00AM-12.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	403	66	84	150	171	82	253	
METRO	403	66	84	150	171	82	253	
WVON TOTAL	180	34	36	70	26	27	53	57
METRO	180	34	36	70	26	27	53	57
WNCA TOTAL	233	24	109	133		100	100	
METRO	209	24	109	109		100	100	

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

12.00PM- 3.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

12.00PM- 3.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	122	34	36	70	52		52	
WAAF METRO	122	34	36	70	52		52	
WAIT TOTAL	1898	169	460	629	327	942	1269	
WAIT METRO	1836	169	460	629	327	880	1207	
WBBH TOTAL	1913	215	301	516	134	1263	1397	
WBBH METRO	1636	215	203	418	134	1084	1218	
WBBH FM TOTAL	62		36	36	26		26	
WBBH FM METRO	62		36	36	26		26	
WCFL TOTAL	1874	466	743	1209	139	510	649	16
WCFL METRO	1769	432	706	1138	125	490	615	16
WDHF FM TOTAL	610	108	102	210	26	357	383	17
WDHF FM METRO	610	108	102	210	26	357	383	17
WEFH FM TOTAL	414	34	99	133	78	203	281	
WEFH FM METRO	393	34	99	133	78	182	260	
WFHF FM TOTAL	420	68	63	131	71	218	289	
WFHF FM METRO	420	68	63	131	71	218	289	
WFMT FM TOTAL	444	68	36	104	235	105	340	
WFMT FM METRO	444	68	36	104	235	105	340	
WGN TOTAL	3129	561	1107	1668	458	966	1424	37
WGN METRO	2798	481	979	1460	425	876	1301	37
WIND TOTAL	2679	381	653	1034	689	956	1645	
WIND METRO	2641	381	653	1034	671	936	1607	
WJJD TOTAL	1007	277	214	491	312	204	516	
WJJD METRO	774	229	183	412	228	134	362	
WKFM FM TOTAL	359	51	112	163	67	129	196	
WKFM FM METRO	270	34	75	109	52	109	161	
WLS TOTAL	2969	798	180	978	551	599	1150	841
WLS METRO	2394	642	91	733	461	504	965	696
WMAQ TOTAL	1389	226	183	409	263	717	980	
WMAQ METRO	1143	99	183	282	207	654	861	
WMAQ FM TOTAL	80				26	54	80	
WMAQ FM METRO	80				26	54	80	
WHBI TOTAL	426		93	93	26	307	333	
WHBI METRO	397		93	93	26	278	304	
WHBI FM TOTAL	188		36	36	19	133	152	
WHBI FM METRO	169		36	36		133	133	
WNUS TOTAL	403	34	206	240		163	163	
WNUS METRO	403	34	206	240		163	163	

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

12.00PM- 3.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

12.00PM- 3.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDH FM TOTAL	429	66	84	150	197	82	279	
WSDH FM METRO	429	66	84	150	197	82	279	
WVON TOTAL	281	34	107	141	52		52	88
WVON METRO	281	34	107	141	52		52	88
WVCA TOTAL	67		27	27		40	40	
WVCA METRO	67		27	27		40	40	

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

3.00PM- 6.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

3.00PM- 6.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
MAAF	TOTAL	149		71	71	78		78	
	METRO	149		71	71	78		78	
WAIT	TOTAL	2346	305	734	1039	418	838	1256	51
	METRO	2268	305	697	1002	418	797	1215	51
WBBM	TOTAL	2410	283	487	770	238	1383	1621	19
	METRO	2128	283	389	672	238	1199	1437	19
WDSM FM	TOTAL	144		36	36	26	82	108	
	METRO	144		36	36	26	82	108	
WCFL	TOTAL	1695	330	638	968	264	370	634	93
	METRO	1664	313	638	951	250	370	620	93
WDHF FM	TOTAL	993	189	234	423	58	439	497	73
	METRO	993	189	234	423	58	439	497	73
WEFM FM	TOTAL	345	34	63	97	26	203	229	19
	METRO	345	34	63	97	26	203	229	19
WFME FM	TOTAL	805	34	277	311	103	378	481	13
	METRO	805	34	277	311	103	378	481	13
WFMT FM	TOTAL	564	68	162	230	182	133	315	19
	METRO	564	68	162	230	182	133	315	19
WGN	TOTAL	5431	1254	2076	3330	497	1447	1944	157
	METRO	5099	1175	1969	3144	478	1320	1798	157
WIND	TOTAL	3554	703	1056	1759	766	992	1758	37
	METRO	3515	703	1056	1759	747	972	1719	37
WJJD	TOTAL	1361	362	437	799	239	279	518	44
	METRO	1169	345	345	690	225	234	459	20
WKFM FM	TOTAL	358	68	75	143	93	122	215	
	METRO	323	68	75	143	78	102	180	
WLS	TOTAL	7603	1324	514	1838	1182	946	2128	3637
	METRO	6332	1151	447	1598	815	806	1621	3113
WHAQ	TOTAL	1679	230	475	705	233	611	844	130
	METRO	1545	176	475	651	214	590	804	90
WHAQ FM	TOTAL	150	34	36	70	26	54	80	
	METRO	150	34	36	70	26	54	80	
WHBI	TOTAL	273	35	191	226		47	47	
	METRO	238		191	191		47	47	
WHBI FM	TOTAL	258		107	107	15	136	151	
	METRO	258		107	107	15	136	151	
WNUS	TOTAL	973	167	455	622	52	299	351	
	METRO	973	167	455	622	52	299	351	

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

3.00PM- 6.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

3.00PM- 6.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	364	34	84	118	118	109	227	19
	METRO	364	34	84	118	118	109	227	19
WVDN	TOTAL	350	68	71	139	84		84	127
	METRO	350	68	71	139	84		84	127
WNCA	TOTAL	108		55	55		40	40	13
	METRO	108		55	55		40	40	13

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

6.00PM- 9.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00PM- 9.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
* WAAF TOTAL	184	34	71	105	52	27	79	
METRO	184	34	71	105	52	27	79	
* WAIT TOTAL	1931	339	415	754	336	755	1091	86
METRO	1931	339	415	754	336	755	1091	86
WBBM TOTAL	1775	181	441	622	250	887	1137	16
METRO	1469	181	363	544	250	675	925	
WBBM FM TOTAL	97		71	71	26		26	
METRO	97		71	71	26		26	
WCFL TOTAL	3615	567	1611	2178	157	866	1023	414
METRO	3477	550	1556	2106	157	845	1002	369
WDHF FM TOTAL	818	115	198	313	26	374	400	105
METRO	818	115	198	313	26	374	400	105
WEFM FM TOTAL	537	25	310	335		183	183	19
METRO	512		310	310		183	183	19
WFME FM TOTAL	803	34	348	382	84	324	408	13
METRO	803	34	348	382	84	324	408	13
WFMT FM TOTAL	703	68	191	259	209	235	444	
METRO	703	68	191	259	209	235	444	
WGN TOTAL	5058	835	1997	2832	571	1423	1994	232
METRO	4658	811	1764	2575	552	1330	1882	201
WIND TOTAL	2936	424	828	1252	447	994	1441	243
METRO	2764	389	734	1123	447	951	1398	243
HJJD TOTAL	1012	307	207	514	275	147	422	76
METRO	909	273	177	450	260	147	407	52
WKFM FM TOTAL	403	68	39	107	67	197	264	32
METRO	367	68	39	107	52	176	228	32
WLS TOTAL	6427	899	351	1250	1157	555	1712	3465
METRO	5271	864	246	1110	808	471	1279	2982
WMAQ TOTAL	1829	303	342	645	395	663	1058	126
METRO	1741	303	342	645	395	599	994	102
WMAQ FM TOTAL	168	59	37	96	26	27	53	19
METRO	143	34	37	71	26	27	53	19
* WMBI TOTAL	218		87	87	26	105	131	
METRO	218		87	87	26	105	131	
WMBI FM TOTAL	118		36	36		82	82	
METRO	118		36	36		82	82	
WNUS TOTAL	479	102	269	371	26	82	108	
METRO	479	102	269	371	26	82	108	

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

6.00PM- 9.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00PM- 9.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	572	218	123	341	130	82	212	19
METRO	572	218	123	341	130	82	212	19
WVDN TOTAL	417	169	107	276		27	27	114
METRO	417	169	107	276		27	27	114
WVCA TOTAL	154		82	82	32	40	72	
METRO	154		82	82	32	40	72	

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
9.00PM-12.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00PM-12.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WBBM TOTAL	1118	147	235	382	157	579	736		
WBBM METRO	1057	147	235	382	157	518	675		
WBBM FM TOTAL	62		36	36	26		26		
WBBM FM METRO	62		36	36	26		26		
WCFL TOTAL	3655	491	1888	2379	131	676	807	469	
WCFL METRO	3511	474	1833	2307	131	676	807	397	
*WDHF FM TOTAL	547	34	265	299		194	194	54	
*WDHF FM METRO	547	34	265	299		194	194	54	
WEFM FM TOTAL	274		181	181		74	74	19	
WEFM FM METRO	274		181	181		74	74	19	
WFMF FM TOTAL	319	34	118	152	58	109	167		
WFMF FM METRO	319	34	118	152	58	109	167		
WFMT FM TOTAL	352		93	93	104	155	259		
WFMT FM METRO	352		93	93	104	155	259		
WGN TOTAL	4948	742	2243	2985	445	1149	1594	369	
WGN METRO	4549	742	2012	2754	427	999	1426	369	
WIND TOTAL	3091	741	1148	1889	409	608	1017	185	
WIND METRO	2827	672	1016	1688	409	545	954	185	
*WJJD TOTAL	343	131	47	178	125	40	165		
*WJJD METRO	265	114		114	111	40	151		
WKFM FM TOTAL	169	68		68	81	20	101		
WKFM FM METRO	155	68		68	67	20	87		
WLS TOTAL	5832	1005	66	1071	806	289	1095	3666	
WLS METRO	5100	914	36	950	654	230	884	3266	
WMAQ TOTAL	1363	235	255	490	222	583	805	68	
WMAQ METRO	1214	235	190	425	222	499	721	68	
WMAQ FM TOTAL	87	68		68				19	
WMAQ FM METRO	87	68		68				19	
*WMBI FM TOTAL	82				82	82	82		
*WMBI FM METRO	82				82	82	82		
WHUS TOTAL	675	133	321	454	93	109	202	19	
WHUS METRO	675	133	321	454	93	109	202	19	

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
9.00PM-12.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00PM-12.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WSDH FM TOTAL	480	167	110	277	133	54	187	16	
WSDH FM METRO	480	167	110	277	133	54	187	16	
WVON TOTAL	428	136	107	243	26	27	53	132	
WVON METRO	428	136	107	243	26	27	53	132	
WVCA TOTAL	20					20	20		
WVCA METRO	20					20	20		

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

Notations

UNDUPLICATED LISTENING ESTIMATES

Monday-Friday
by Half-Hour Time Periods

**UNDUPLICATED
Listening Estimates**

CHICAGO

MONDAY-FRIDAY

MAY 1965

6.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
		WAAF	TOTAL 86 METRO 86	34 34		34 34	52 52	
WAIT	TOTAL 473 METRO 415	34 34	251 214	285 248	94 94	75 54	169 148	19 19
WBBM	TOTAL 599 METRO 549		143 143	143 143	52 52	365 315	417 367	39 39
WBBM FM	TOTAL -1 METRO -1							
WCFL	TOTAL 257 METRO 257	68 68	55 55	123 123	52 52	82 82	134 134	
WFME FM	TOTAL 36 METRO 36		36 36	36 36				
WFMT FM	TOTAL 118 METRO 118		36 36	36 36		82 82	82 82	
WGN	TOTAL 2574 METRO 2410	433 433	947 863	1380 1296	253 239	832 766	1085 1005	109 109
WIND	TOTAL 3138 METRO 3138	246 246	1406 1406	1652 1652	395 395	981 981	1376 1376	110 110
WJJD	TOTAL 226 METRO 132	68 34	102 71	170 105	29	27 27	56 27	
WKFM FM	TOTAL 20 METRO 20		20 20	20 20				
WLS	TOTAL 2061 METRO 1685	402 351	296 235	698 586	332 261	319 253	651 514	712 585
WMAQ	TOTAL 1083 METRO 1063		417 417	417 417		630 610	630 610	36 36
WMAQ FM	TOTAL 151 METRO 151	34 34	71 71	105 105		27 27	27 27	19 19
WMBI	TOTAL 55 METRO 32				32 32		32 32	23
WMBI FM	TOTAL 82 METRO 82		36 36	36 36		27 27	27 27	19 19
WNUS	TOTAL 426 METRO 426	102 102	170 170	272 272	26 26	109 109	135 135	19 19

**UNDUPLICATED
Listening Estimates**

CHICAGO

MONDAY-FRIDAY

MAY 1965

6.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL -1 METRO -1							
WVON	TOTAL 94 METRO 94	68 68		68 68	26 26		26 26	
WVCA	TOTAL 109 METRO 109	42 42	27 27	69 69		40 40	40 40	

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

6.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	86	34		34	52		52	
METRO	86	34		34	52		52	
WAIT TOTAL	779	111	350	461	120	181	301	17
METRO	721	111	313	424	120	160	280	17
WBBH TOTAL	1036	68	356	424	82	452	534	78
METRO	977	68	326	394	82	423	505	78
WBBM FM TOTAL	26				26		26	
METRO	26				26		26	
WCFL TOTAL	368	68	146	214	52	102	154	
METRO	368	68	146	214	52	102	154	
WDHF FM TOTAL	24					24	24	
METRO	24					24	24	
WFHF FM TOTAL	34	34		34				
METRO	34	34		34				
WFMT FM TOTAL	109					109	109	
METRO	109					109	109	
WGN TOTAL	4466	387	1431	1818	397	1875	2272	376
METRO	4055	387	1249	1636	378	1705	2083	336
WIND TOTAL	5201	643	1829	2472	976	1555	2531	198
METRO	5201	643	1829	2472	976	1555	2531	198
WJJD TOTAL	307	99	86	185	41	81	122	
METRO	214	82	55	137	26	51	77	
WKFM FM TOTAL	20		20	20				
METRO	20		20	20				
WLS TOTAL	4040	659	503	1162	607	611	1218	1660
METRO	3532	608	417	1025	517	536	1053	1454
WMAQ TOTAL	1194	133	235	368	67	689	756	70
METRO	1133	133	235	368	67	644	711	54
WMAQ FM TOTAL	161	34	36	70		54	54	37
METRO	161	34	36	70		54	54	37
WMBI TOTAL	221		84	84	32	62	94	43
METRO	198		84	84	32	62	94	20
WMBI FM TOTAL	109		36	36		54	54	19
METRO	109		36	36		54	54	19
WNUS TOTAL	519		241	241	26	215	241	37
METRO	519		241	241	26	215	241	37

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

6.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDH FM TOTAL	100		48	48	52		52	
METRO	100		48	48	52		52	
WVON TOTAL	167	68	36	104	26		26	37
METRO	167	68	36	104	26		26	37
WVCA TOTAL	224	42	82	124		100	100	
METRO	224	42	82	124		100	100	

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

7.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	113	34		34	52	27	79	
WAAF METRO	113	34		34	52	27	79	
WAIT TOTAL	1292	247	431	678	172	425	597	17
WAIT METRO	1255	247	394	641	172	425	597	17
WBBM TOTAL	1557	132	424	556	67	858	925	76
WBBM METRO	1450	115	363	478	67	829	896	76
WBBM FM TOTAL	26				26		26	
WBBM FM METRO	26				26		26	
WCFL TOTAL	515	102	201	303	110	102	212	
WCFL METRO	515	102	201	303	110	102	212	
WDHF FM TOTAL	142		67	67		24	24	51
WDHF FM METRO	142		67	67		24	24	51
WFHF FM TOTAL	61	34		34		27	27	
WFHF FM METRO	61	34		34		27	27	
WFMT FM TOTAL	293	34	71	105	52	136	188	
WFMT FM METRO	293	34	71	105	52	136	188	
WGN TOTAL	6385	724	2034	2758	709	2594	3303	324
WGN METRO	6120	724	1922	2646	709	2465	3174	300
WIND TOTAL	6324	952	1682	2634	1301	2045	3346	344
WIND METRO	6282	928	1682	2610	1283	2045	3328	344
WJJD TOTAL	438	150	20	170	14	237	251	17
WJJD METRO	352	150	20	170	14	165	165	17
WKFM FM TOTAL	61		20	20	14	27	41	
WKFM FM METRO	47		20	20	14	27	27	
WLS TOTAL	4917	649	517	1166	668	726	1394	2357
WLS METRO	4183	580	459	1039	502	567	1069	2075
WMAQ TOTAL	1522	167	480	647	185	617	802	73
WMAQ METRO	1381	167	480	647	148	513	661	73
WMAQ FM TOTAL	224	34	36	70	26	109	135	19
WMAQ FM METRO	224	34	36	70	26	109	135	19
WHBI TOTAL	253	35	84	119	32	82	114	20
WHBI METRO	218		84	84	32	82	114	20
WHBI FM TOTAL	137		36	36		82	82	19
WHBI FM METRO	137		36	36		82	82	19
WNUS TOTAL	598	34	250	284	26	269	295	19
WNUS METRO	598	34	250	284	26	269	295	19

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

7.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	100		48	48	52		52	
WSDM FM METRO	100		48	48	52		52	
WVON TOTAL	173	68	36	104	32		32	37
WVON METRO	173	68	36	104	32		32	37
WNCA TOTAL	256	42	82	124	32	100	132	
WNCA METRO	256	42	82	124	32	100	132	

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
7.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.30AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL	86	34		34	52		52	
	METRO	86	34		34	52		52	
WAIT	TOTAL	1197	281	271	552	172	425	597	48
	METRO	1197	281	271	552	172	425	597	48
WBBH	TOTAL	1087	102	286	388	41	621	662	37
	METRO	996	102	225	327	41	591	632	37
WBBH FM	TOTAL	26				26		26	
	METRO	26				26		26	
WCFL	TOTAL	687	136	221	357	162	149	311	19
	METRO	687	136	221	357	162	149	311	19
WDHF FM	TOTAL	137		20	20		117	117	
	METRO	137		20	20		117	117	
WFMF FM	TOTAL	124	34	36	70		54	54	
	METRO	124	34	36	70		54	54	
WFMT FM	TOTAL	374	34	127	161	104	109	213	
	METRO	374	34	127	161	104	109	213	
WGN	TOTAL	6213	901	1789	2690	916	2461	3377	146
	METRO	5889	901	1677	2578	897	2268	3165	146
WIND	TOTAL	5685	800	1355	2155	1337	1952	3289	241
	METRO	5620	775	1355	2130	1319	1952	3271	219
WJJD	TOTAL	495	68	106	174	47	237	284	37
	METRO	408	68	106	174	32	165	197	37
WKFM FM	TOTAL	61		20	20	14	27	41	
	METRO	47		20	20	14	27	41	
WLS	TOTAL	4056	549	352	901	685	841	1526	1629
	METRO	3507	514	315	829	492	699	1191	1487
WMAQ	TOTAL	1411	66	444	510	197	685	882	19
	METRO	1269	66	444	510	160	580	740	19
WMAQ FM	TOTAL	205	34	36	70	26	109	135	
	METRO	205	34	36	70	26	109	135	
WMBI	TOTAL	276		107	107	32	137	169	
	METRO	276		107	107	32	137	169	
WMBI FM	TOTAL	101					82	82	19
	METRO	101					82	82	19
WNUS	TOTAL	687	68	143	211	52	405	457	19
	METRO	687	68	143	211	52	405	457	19

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
7.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.30AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	231	34	84	118	67	27	94	19
	METRO	231	34	84	118	67	27	94	19
WVON	TOTAL	158	34	36	70	32		32	56
	METRO	158	34	36	70	32		32	56
WVCA	TOTAL	127		27	27		100	100	
	METRO	127		27	27		100	100	

**UNDUPLICATED
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
8.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL 52				52		52	
	METRO 52				52		52	
WAIT	TOTAL 1149	136	269	405	225	500	725	19
	METRO 1129	136	269	405	225	480	705	19
WBBM	TOTAL 849	133	212	345	29	475	504	
	METRO 818	133	181	314	29	475	504	
WBBM FM	TOTAL 26				26		26	
	METRO 26				26		26	
WCFL	TOTAL 629	102	248	350	131	129	260	19
	METRO 599	102	218	320	131	129	260	19
WDHF FM	TOTAL 188		20	20		168	168	
	METRO 188		20	20		168	168	
WFHF FM	TOTAL 124				45	79	124	
	METRO 124				45	79	124	
WFHT FM	TOTAL 371	34	71	105	157	109	266	
	METRO 371	34	71	105	157	109	266	
WGN	TOTAL 5903	885	1584	2469	962	2360	3322	112
	METRO 5613	885	1489	2374	925	2202	3127	112
WIND	TOTAL 4640	398	961	1359	1291	1840	3131	150
	METRO 4622	398	961	1359	1273	1840	3113	150
WJJD	TOTAL 552	136	36	172	184	196	380	
	METRO 370	136	36	172	99	99	198	
WKFM FM	TOTAL 170		20	20	41	109	150	
	METRO 155		20	20	26	109	135	
WLS	TOTAL 2629	384	147	531	556	792	1348	750
	METRO 2226	300	147	447	419	649	1068	711
WMAQ	TOTAL 936		198	198	211	508	719	19
	METRO 836		198	198	175	444	619	19
WMAQ FM	TOTAL 178	34	36	70	26	82	108	
	METRO 178	34	36	70	26	82	108	
WMBI	TOTAL 140		39	39		101	101	
	METRO 140		39	39		101	101	
WMBI FM	TOTAL 130		36	36		75	75	19
	METRO 109		36	36		54	54	19
WNUS	TOTAL 791	136	285	421	52	299	351	19
	METRO 791	136	285	421	52	299	351	19

**UNDUPLICATED
Listening Estimates**

CHICAGO
MAY 1965

MONDAY-FRIDAY
8.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDH FM	TOTAL 231	34	84	118	67	27	94	19
	METRO 231	34	84	118	67	27	94	19
WVON	TOTAL 206	34	36	70	58	27	85	51
	METRO 206	34	36	70	58	27	85	51
WNCA	TOTAL 175		55	55		120	120	
	METRO 175		55	55		120	120	

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
8.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	52				52		52	
WAAF METRO	52				52		52	
WAIT TOTAL	1005	68	269	337	198	470	668	
WAIT METRO	984	68	269	337	198	449	647	
WBBH TOTAL	567	66	105	171	29	367	396	
WBBH METRO	516	66	74	140	29	347	376	
WBBH FM TOTAL	26				26		26	
WBBH FM METRO	26				26		26	
WCFL TOTAL	540	68	212	280	131	129	260	
WCFL METRO	510	68	182	250	131	129	260	
WDHF FM TOTAL	175	34		34		141	141	
WDHF FM METRO	175	34		34		141	141	
WFHF FM TOTAL	185	34	27	61	45	79	124	
WFHF FM METRO	185	34	27	61	45	79	124	
WFMT FM TOTAL	289	68	36	104	131	54	185	
WFMT FM METRO	289	68	36	104	131	54	185	
WGN TOTAL	4512	411	1109	1520	842	2075	2917	75
WGN METRO	4206	411	1044	1455	806	1870	2676	75
WIND TOTAL	3911	313	682	995	1057	1766	2823	93
WIND METRO	3893	313	682	995	1039	1766	2805	93
WJJD TOTAL	550	102	36	138	216	196	412	
WJJD METRO	334	68	36	104	131	99	230	
WKFM FM TOTAL	162	34	20	54	26	82	108	
WKFM FM METRO	162	34	20	54	26	82	108	
WLS TOTAL	1584	285	71	356	383	563	946	282
WLS METRO	1307	201	71	272	283	470	753	282
WMAQ TOTAL	718		107	107	178	414	592	19
WMAQ METRO	599		107	107	122	351	473	19
WMAQ FM TOTAL	150	34	36	70	26	54	80	
WMAQ FM METRO	150	34	36	70	26	54	80	
WMBI TOTAL	192		39	39	52	101	153	
WMBI METRO	192		39	39	52	101	153	
WMBI FM TOTAL	94					75	75	19
WMBI FM METRO	73					54	54	19
WNUS TOTAL	451	66	143	209	52	190	242	
WNUS METRO	451	66	143	209	52	190	242	

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
8.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

8.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDH FM TOTAL	169		48	48	67	54	121	
WSDH FM METRO	169		48	48	67	54	121	
WVON TOTAL	129	34	36	70		27	27	32
WVON METRO	129	34	36	70		27	27	32
WVCA TOTAL	107		27	27		80	80	
WVCA METRO	107		27	27		80	80	

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
9.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL	88		36	36	52		52	
	METRO	88		36	36	52		52	
WAIT	TOTAL	1011	34	227	261	198	552	750	
	METRO	991	34	227	261	198	532	730	
WBBM	TOTAL	794	68	133	201	108	485	593	
	METRO	705	68	74	142	108	455	563	
WBBM FM	TOTAL	26				26		26	
	METRO	26				26		26	
WCFL	TOTAL	555	136	141	277	157	121	278	
	METRO	525	136	111	247	157	121	278	
WDHF FM	TOTAL	326	76		76		250	250	
	METRO	326	76		76		250	250	
WFMF FM	TOTAL	248	34	63	97	45	106	151	
	METRO	248	34	63	97	45	106	151	
WFMT FM	TOTAL	371	34	71	105	131	135	266	
	METRO	371	34	71	105	131	135	266	
WGN	TOTAL	3687	377	864	1241	744	1627	2371	75
	METRO	3524	377	827	1204	726	1519	2245	75
WIND	TOTAL	3743	347	638	985	1098	1623	2721	37
	METRO	3725	347	638	985	1080	1623	2703	37
WJJD	TOTAL	835	195	36	231	322	282	604	
	METRO	605	161	36	197	223	185	408	
WKFM FM	TOTAL	269	68	39	107	26	136	162	
	METRO	269	68	39	107	26	136	162	
WLS	TOTAL	1409	241	107	348	271	500	771	290
	METRO	1215	167	107	274	223	428	651	290
WMAQ	TOTAL	654	110	36	146	118	371	489	19
	METRO	598	110	36	146	82	351	433	19
WMAQ FM	TOTAL	87	34		34	26	27	53	
	METRO	87	34		34	26	27	53	
WMBI	TOTAL	194		39	39		155	155	
	METRO	194		39	39		155	155	
WMBI FM	TOTAL	121					102	102	19
	METRO	101					82	82	19
WNUS	TOTAL	474	34	198	232	52	190	242	
	METRO	474	34	198	232	52	190	242	

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
9.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	187	34	48	82	78	27	105	
	METRO	187	34	48	82	78	27	105	
WVON	TOTAL	142	34	36	70	26	27	53	19
	METRO	142	34	36	70	26	27	53	19
WVCA	TOTAL	193	24	109	133		60	60	
	METRO	169	24	109	109		60	60	

UNDUPLICATED
Listening Estimates

CHICAGO

MONDAY-FRIDAY

MAY 1965

9.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	176		71	71	78	27	105	
WAAF METRO	176		71	71	78	27	105	
WAIT TOTAL	1016	34	262	296	120	600	720	
WAIT METRO	975	34	262	296	120	559	679	
WBBM TOTAL	603	34	69	103	52	448	500	
WBBM METRO	523	34	39	73	52	398	450	
WBBM FM TOTAL	-1							
WBBM FM METRO	-1							
WCFL TOTAL	485	136	125	261	131	93	224	
WCFL METRO	455	136	95	231	131	93	224	
WDHF FM TOTAL	366	76	20	96		270	270	
WDHF FM METRO	366	76	20	96		270	270	
WEFM FM TOTAL	48		27	27		21	21	
WEFM FM METRO	27		27	27				
WFMF FM TOTAL	247	34	63	97	71	79	150	
WFMF FM METRO	247	34	63	97	71	79	150	
WFMT FM TOTAL	284		71	71	78	135	213	
WFMT FM METRO	284		71	71	78	135	213	
WGN TOTAL	3329	343	799	1142	692	1439	2131	56
WGN METRO	3140	343	762	1105	674	1305	1979	56
WIND TOTAL	3080	246	458	704	942	1378	2320	56
WIND METRO	3080	246	458	704	942	1378	2320	56
WJJD TOTAL	735	195	36	231	303	201	504	
WJJD METRO	554	161	36	197	223	134	357	
WKFM FM TOTAL	269	68	39	107	26	136	162	
WKFM FM METRO	269	68	39	107	26	136	162	
WLS TOTAL	1197	252	36	288	159	445	604	305
WLS METRO	1062	203	36	239	145	373	518	305
WMAQ TOTAL	547	97		97	178	235	413	37
WMAQ METRO	434	42		42	141	214	355	37
WMAQ FM TOTAL	61	34		34		27	27	
WMAQ FM METRO	61	34		34		27	27	
WHBI TOTAL	147		39	39		108	108	
WHBI METRO	147		39	39		108	108	
WHBI FM TOTAL	143				15	109	124	19
WHBI FM METRO	143				15	109	124	19
WNUS TOTAL	306		91	91	52	163	215	
WNUS METRO	306		91	91	52	163	215	

UNDUPLICATED
Listening Estimates

CHICAGO

MONDAY-FRIDAY

MAY 1965

9.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	190		84	84	52	54	106	
WSDM FM METRO	190		84	84	52	54	106	
WVDN TOTAL	142	34	36	70	26	27	53	19
WVDN METRO	142	34	36	70	26	27	53	19
WHCA TOTAL	139	24	55	79		60	60	
WHCA METRO	115		55	55		60	60	

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

10.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL METRO	114 114		36 36	36 36	78 78		78 78	
WAIT TOTAL METRO	1138 1096	34 34	214 214	248 248	187 187	703 661	890 848	
WBHM TOTAL METRO	1287 1170	195 195	286 219	481 414	52 52	737 687	789 739	17 17
WBBH FM TOTAL METRO	-1 -1							
WCFL TOTAL METRO	495 495	136 136	158 158	294 294	93 93	108 108	201 201	
WDHF FM TOTAL METRO	373 373	108 108	20 20	128 128		245 245	245 245	
WEFH FM TOTAL METRO	171 150	34 34	63 63	97 97	26 26	48 27	74 53	
WFMP FM TOTAL METRO	302 302	34 34	63 63	97 97	45 45	160 160	205 205	
WFMT FM TOTAL METRO	245 245		36 36	36 36	104 104	105 105	209 209	
WGN TOTAL METRO	1994 1883	357 357	381 381	738 738	437 418	782 690	1219 1108	37 37
WIND TOTAL METRO	2569 2522	144 144	522 475	666 619	802 802	1026 1026	1828 1828	75 75
WJJD TOTAL METRO	893 705	161 161	110 110	271 271	400 300	222 134	622 434	
WKFM FM TOTAL METRO	269 269	68 68	39 39	107 107	26 26	136 136	162 162	
WLS TOTAL METRO	1054 884	365 269	36 36	401 305	130 110	373 319	503 429	150 150
WMAQ TOTAL METRO	717 654	47 47	71 71	118 118	167 167	413 350	580 517	19 19
WMAQ FM TOTAL METRO	54 54					54 54	54 54	
WMBI TOTAL METRO	250 250		39 39	39 39	78 78	133 133	211 211	
WMBI FM TOTAL METRO	160 160		36 36	36 36	15 15	109 109	124 124	
WNUS TOTAL METRO	356 356	34 34	107 107	141 141	52 52	163 163	215 215	

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

10.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	229 229		84 84	84 84	118 118	27 27	145 145	
WVON TOTAL METRO	162 162	34 34	36 36	70 70	26 26	27 27	53 53	39 39
WNCA TOTAL METRO	60 60					60 60	60 60	

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
10.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.30AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL	62		36	36	26		26	
	METRO	62		36	36	26		26	
WAIT	TOTAL	1211	34	285	319	135	757	892	
	METRO	1170	34	285	319	135	716	851	
WBBM	TOTAL	1190	115	270	385	52	753	805	
	METRO	1030	115	203	318	52	660	712	
WBBM FM	TOTAL	62		36	36	26		26	
	METRO	62		36	36	26		26	
WCFL	TOTAL	719	169	332	501	93	125	218	
	METRO	689	169	302	471	93	125	218	
WDHF FM	TOTAL	433	108	20	128	32	273	305	
	METRO	433	108	20	128	32	273	305	
WEFM FM	TOTAL	223	34	63	97	78	48	126	
	METRO	202	34	63	97	78	27	105	
WFME FM	TOTAL	329	34	63	97	45	187	232	
	METRO	329	34	63	97	45	187	232	
WFMT FM	TOTAL	219		36	36	78	105	183	
	METRO	219		36	36	78	105	183	
WGN	TOTAL	1632	381	344	725	264	624	888	19
	METRO	1521	357	344	701	245	556	801	19
WIND	TOTAL	2407	110	512	622	731	998	1729	56
	METRO	2407	110	512	622	731	998	1729	56
WJJD	TOTAL	815	161	110	271	322	222	544	
	METRO	628	161	110	271	223	134	357	
WKFM FM	TOTAL	242	68	39	107	26	109	135	
	METRO	242	68	39	107	26	109	135	
WLS	TOTAL	917	276	36	312	136	319	455	150
	METRO	802	235	36	271	116	265	381	150
WHAQ	TOTAL	716	86	36	122	278	316	594	
	METRO	641	32	36	68	278	295	573	
WHAQ FM	TOTAL	27					27	27	
	METRO	27					27	27	
WMBI	TOTAL	318		39	39	52	227	279	
	METRO	318		39	39	52	227	279	
WMBI FM	TOTAL	133		36	36	15	82	97	
	METRO	133		36	36	15	82	97	
WNUS	TOTAL	239	34	71	105	52	82	134	
	METRO	239	34	71	105	52	82	134	

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
10.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.30AM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	286	66	48	114	145	27	172	
	METRO	286	66	48	114	145	27	172	
WVON	TOTAL	180	34	36	70	26	27	53	57
	METRO	180	34	36	70	26	27	53	57
WWCA	TOTAL	60					60	60	
	METRO	60					60	60	

CHICAGO
MAY 1965

UNDUPLICATED
Listening Estimates

MONDAY-FRIDAY
11.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
MAAF TOTAL	62		36	36	26		26	
METRO	62		36	36	26		26	
WAIT TOTAL	1175	34	250	284	161	730	891	
METRO	1134	34	250	284	161	689	850	
WBBM TOTAL	1333	114	272	386	93	854	947	
METRO	1172	114	204	318	93	761	854	
WBBM FM TOTAL	62		36	36	26		26	
METRO	62		36	36	26		26	
WCFL TOTAL	679	136	295	431	93	155	248	
METRO	649	136	265	401	93	155	248	
WDHF FM TOTAL	490	108	102	210	32	248	280	
METRO	490	108	102	210	32	248	280	
WEFM FM TOTAL	232	34	99	133	78	21	99	
METRO	211	34	99	133	78		78	
WFHF FM TOTAL	278	34	63	97	45	136	181	
METRO	278	34	63	97	45	136	181	
WFMT FM TOTAL	248		36	36	104	108	212	
METRO	248		36	36	104	108	212	
WGN TOTAL	1404	192	439	631	245	528	773	
METRO	1270	167	417	584	226	460	686	
WIND TOTAL	2143	178	448	626	543	937	1480	37
METRO	2143	178	448	626	543	937	1480	37
WJJD TOTAL	660	105	110	215	282	163	445	
METRO	447	81	110	191	182	74	256	
WKFM FM TOTAL	278	68	75	143	26	109	135	
METRO	278	68	75	143	26	109	135	
WLS TOTAL	910	361	66	427	157	131	288	195
METRO	714	235	36	271	142	106	248	195
WMAQ TOTAL	820	86	107	193	233	394	627	
METRO	746	32	107	139	233	374	607	
WMAQ FM TOTAL	27					27	27	
METRO	27					27	27	
WMBI TOTAL	212				67	145	212	
METRO	197				52	145	197	
WMBI FM TOTAL	124				15	109	124	
METRO	124				15	109	124	
WNUS TOTAL	221	34	107	141	26	54	80	
METRO	221	34	107	141	26	54	80	

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
11.00AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.00AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	279	32	48	80	145	54	199	
METRO	279	32	48	80	145	54	199	
WVON TOTAL	133	34	36	70	26		26	37
METRO	133	34	36	70	26		26	37
WVCA TOTAL	60					60	60	
METRO	60					60	60	

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

11.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL METRO	62 62		36 36	36 36	26 26		26 26	
WAIT TOTAL METRO	1125 1084	34 34	250 250	284 284	161 161	680 639	841 800	
WBBM TOTAL METRO	1370 1212	114 114	106 39	220 153	186 186	964 873	1150 1059	
WBBM FM TOTAL METRO	26 26				26 26		26 26	
WCFL TOTAL METRO	607 592	102 102	230 230	332 332	93 78	182 182	275 260	
WDHF FM TOTAL METRO	431 431	108 108	102 102	210 210		221 221	221 221	
WEFM FM TOTAL METRO	252 231	34 34	99 99	133 133	78 78	41 20	119 98	
WFMF FM TOTAL METRO	252 252	34 34	63 63	97 97	19 19	136 136	155 155	
WFMT FM TOTAL METRO	168 168		36 36	36 36	78 78	54 54	132 132	
WGN TOTAL METRO	1506 1356	175 133	429 407	604 540	230 212	672 604	902 816	
WIND TOTAL METRO	1957 1957	178 178	376 376	554 554	484 484	882 882	1366 1366	37 37
WJJD TOTAL METRO	775 569	173 149	177 177	350 326	287 169	138 74	425 243	
WKFM FM TOTAL METRO	251 251	68 68	75 75	143 143	26 26	82 82	108 108	
WLS TOTAL METRO	1043 876	426 326	64 36	490 362	182 168	158 133	340 301	213 213
WMAQ TOTAL METRO	778 758	32 32	154 154	186 186	206 206	386 366	592 572	
WMAQ FM TOTAL METRO	-1 -1							
WMBI TOTAL METRO	186 171				67 52	119 119	186 171	
WMBI FM TOTAL METRO	160 160		36 36	36 36	15 15	109 109	124 124	
WNUS TOTAL METRO	294 294	34 34	178 178	212 212		82 82	82 82	

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

11.30AM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.30AM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDH FM TOTAL METRO	290 290	32 32	48 48	80 80	156 156	54 54	210 210	
WVON TOTAL METRO	133 133	34 34	36 36	70 70	26 26		26 26	37 37
WVCA TOTAL METRO	67 67		27 27	27 27		40 40	40 40	

CHICAGO
MAY 1965

UNDUPLICATED
Listening Estimates

MONDAY-FRIDAY
12.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL METRO	62 62		36 36	36 36	26 26		26 26	
WAIT	TOTAL METRO	1227 1186	102 102	214 214	316 316	176 176	735 694	911 870	
WBBM	TOTAL METRO	1311 1193	181 181	142 74	323 255	119 119	869 819	988 938	
WBBM FM	TOTAL METRO	62 62		36 36	36 36	26 26		26 26	
WCFL	TOTAL METRO	1112 1005	280 246	407 369	687 615	125 110	284 264	409 374	16 16
WDHF FM	TOTAL METRO	409 409	108 108	36 36	144 144		248 248	248 248	17 17
WEFM FM	TOTAL METRO	258 237	34 34	99 99	133 133	78 78	47 26	125 104	
WFMF FM	TOTAL METRO	339 339	68 68	63 63	131 131	45 45	163 163	208 208	
WFMT FM	TOTAL METRO	192 192	34 34		34 34	104 104	54 54	158 158	
WGN	TOTAL METRO	979 909	68 68	342 319	410 387	197 197	372 325	569 522	
WIND	TOTAL METRO	1793 1775	246 246	412 412	658 658	436 418	699 699	1135 1117	
WJJD	TOTAL METRO	714 584	173 149	146 146	319 295	280 195	115 94	395 289	
WKFM FM	TOTAL METRO	218 181	34 34	76 39	110 73	26 26	82 82	108 108	
WLS	TOTAL METRO	961 786	285 243	64 36	349 279	175 142	188 163	363 305	249 202
WMAQ	TOTAL METRO	713 614	49 32	99 99	148 131	133 114	432 369	565 483	
WMAQ FM	TOTAL METRO	26 26				26 26		26 26	
WMBI	TOTAL METRO	225 225		73 73	73 73		152 152	152 152	
WMBI FM	TOTAL METRO	169 169		36 36	36 36		133 133	133 133	
WNUS	TOTAL METRO	125 125		71 71	71 71		54 54	54 54	

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
12.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL METRO	278 278	32 32	48 48	80 80	171 171	27 27	198 198	
WVON	TOTAL METRO	133 133	34 34	36 36	70 70	26 26		26 26	37 37
WNCA	TOTAL METRO	67 67		27 27	27 27		40 40	40 40	

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

12.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

12.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	96	34	36	70	26		26	
WAAF METRO	96	34	36	70	26		26	
WAIT TOTAL	1110	136	214	350	161	599	760	
WAIT METRO	1069	136	214	350	161	558	719	
WBBM TOTAL	1091	147	105	252	93	746	839	
WBBM METRO	1030	147	74	221	93	716	809	
WBBM FM TOTAL	62		36	36	26		26	
WBBM FM METRO	62		36	36	26		26	
WCFL TOTAL	567	178	234	412	26	129	155	
WCFL METRO	567	178	234	412	26	129	155	
WDHF FM TOTAL	329	108		108		221	221	
WDHF FM METRO	329	108		108		221	221	
WEFM FM TOTAL	305	34	99	133	78	94	172	
WEFM FM METRO	285	34	99	133	78	74	152	
WFME FM TOTAL	338	68	63	131	71	136	207	
WFME FM METRO	338	68	63	131	71	136	207	
WFMT FM TOTAL	106				52	54	106	
WFMT FM METRO	106				52	54	106	
WGN TOTAL	541	34	202	236	160	145	305	
WGN METRO	472	34	180	214	160	98	258	
WIND TOTAL	1410	144	285	429	397	584	981	
WIND METRO	1372	144	285	429	379	564	943	
WJJD TOTAL	687	139	183	322	250	115	365	
WJJD METRO	586	115	183	298	194	94	288	
WKFM FM TOTAL	235	51	76	127	26	82	108	
WKFM FM METRO	181	34	39	73	26	82	108	
WLS TOTAL	1221	355		355	239	226	465	401
WLS METRO	1004	289		289	220	156	376	339
WMAQ TOTAL	506	83	36	119	118	269	387	
WMAQ METRO	407	66	36	102	99	206	305	
WMAQ FM TOTAL	-1							
WMAQ FM METRO	-1							
WMBI TOTAL	113		20	20		93	93	
WMBI METRO	84		20	20		64	64	
WMBI FM TOTAL	73				19	54	73	
WMBI FM METRO	54					54	54	
WNUS TOTAL	34	34		34				
WNUS METRO	34	34		34				

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

12.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

12.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	168		48	48	93	27	120	
WSDM FM METRO	168		48	48	93	27	120	
WVON TOTAL	73		36	36				37
WVON METRO	73		36	36				37
WVCA TOTAL	40					40	40	
WVCA METRO	40					40	40	

CHICAGO
MAY 1965

UNDUPLICATED
Listening Estimates

MONDAY-FRIDAY
1.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

1.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	62		36	36	26		26	
WAAF METRO	62		36	36	26		26	
WAIT TOTAL	1015		214	214	203	598	801	
WAIT METRO	974		214	214	203	557	760	
WBBM TOTAL	1132	136	162	298	82	752	834	
WBBM METRO	1008	136	131	267	82	659	741	
WBBM FM TOTAL	26				26		26	
WBBM FM METRO	26				26		26	
WCFL TOTAL	680	212	205	417	41	222	263	
WCFL METRO	680	212	205	417	41	222	263	
WDHF FM TOTAL	396	108		108	26	262	288	
WDHF FM METRO	396	108		108	26	262	288	
WEFM FM TOTAL	204	34	63	97	26	81	107	
WEFM FM METRO	204	34	63	97	26	81	107	
WFMF FM TOTAL	338	68	63	131	71	136	207	
WFMF FM METRO	338	68	63	131	71	136	207	
WFMT FM TOTAL	273		36	36	156	81	237	
WFMT FM METRO	273		36	36	156	81	237	
WGN TOTAL	1023	193	366	559	156	308	464	
WGN METRO	857	114	297	411	138	308	446	
WIND TOTAL	1500	110	285	395	486	619	1105	
WIND METRO	1460	110	285	395	467	598	1065	
WJJD TOTAL	670	173	183	356	187	127	314	
WJJD METRO	569	149	183	332	131	106	237	
WKFM FM TOTAL	255	51	76	127	26	102	128	
WKFM FM METRO	181	34	39	73	26	82	108	
WLS TOTAL	1304	326		326	303	335	638	340
WLS METRO	1066	277		277	247	265	512	277
WHAQ TOTAL	456	66	36	102	136	218	354	
WHAQ METRO	399	66	36	102	99	198	297	
WHAQ FM TOTAL	54					54	54	
WHAQ FM METRO	54					54	54	
WMBI TOTAL	101					101	101	
WMBI METRO	101					101	101	
WMBI FM TOTAL	54					54	54	
WMBI FM METRO	54					54	54	
WNUS TOTAL	90		36	36		54	54	
WNUS METRO	90		36	36		54	54	

CHICAGO
MAY 1965

UNDUPLICATED
Listening Estimates

MONDAY-FRIDAY
1.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

1.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	307	34	48	82	171	54	225	
WSDM FM METRO	307	34	48	82	171	54	225	
WVON TOTAL	73		36	36				37
WVON METRO	73		36	36				37
WVCA TOTAL	20					20	20	
WVCA METRO	20					20	20	

UNDUPLICATED
Listening Estimates

CHICAGO

MONDAY-FRIDAY

MAY 1965

1.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

1.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL	62		36	36	26		26	
	METRO	62		36	36	26		26	
WAIT	TOTAL	970		214	214	151	605	756	
	METRO	908		214	214	151	543	694	
WBBM	TOTAL	930	136	162	298	67	565	632	
	METRO	806	136	131	267	67	472	539	
WBBM FM	TOTAL	-1							
	METRO	-1							
WCFL	TOTAL	678	136	287	423	41	214	255	
	METRO	678	136	287	423	41	214	255	
WDHF FM	TOTAL	396	108		108	26	262	288	
	METRO	396	108		108	26	262	288	
WEFM FM	TOTAL	204	34	63	97	26	81	107	
	METRO	204	34	63	97	26	81	107	
WFMF FM	TOTAL	304	34	63	97	71	136	207	
	METRO	304	34	63	97	71	136	207	
WFMT FM	TOTAL	304	34	36	70	156	78	234	
	METRO	304	34	36	70	156	78	234	
WGN	TOTAL	1720	368	590	958	224	519	743	19
	METRO	1506	289	531	820	191	476	667	19
WIND	TOTAL	1430	144	321	465	415	550	965	
	METRO	1411	144	321	465	396	550	946	
WJJD	TOTAL	604	173	147	320	159	125	284	
	METRO	478	149	147	296	103	79	182	
WKFM FM	TOTAL	270	51	76	127	41	102	143	
	METRO	181	34	39	73	26	82	108	
WLS	TOTAL	1213	372	31	403	298	235	533	277
	METRO	979	269		269	247	210	457	253
WMAQ	TOTAL	584	120	71	191	145	248	393	
	METRO	493	66	71	137	108	248	356	
WMAQ FM	TOTAL	80				26	54	80	
	METRO	80				26	54	80	
WMBI	TOTAL	108				26	82	108	
	METRO	108				26	82	108	
WMBI FM	TOTAL	54					54	54	
	METRO	54					54	54	
WNUS	TOTAL	90		36	36		54	54	
	METRO	90		36	36		54	54	

UNDUPLICATED
Listening Estimates

CHICAGO

MONDAY-FRIDAY

MAY 1965

1.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

1.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	292	34	48	82	156	54	210	
	METRO	292	34	48	82	156	54	210	
WVON	TOTAL	73		36	36				37
	METRO	73		36	36				37
WVCA	TOTAL	20					20	20	
	METRO	20					20	20	

**UNDUPLICATED
Listening Estimates**

CHICAGO

MONDAY-FRIDAY

MAY 1965

2.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

2.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL	26				26		26	
WAAF METRO	26				26		26	
WAIT TOTAL	958		241	241	160	557	717	
WAIT METRO	917		241	241	160	516	676	
WBBM TOTAL	1085	68	244	312	52	721	773	
WBBM METRO	908	68	183	251	52	605	657	
WBBM FM TOTAL	-1							
WBBM FM METRO	-1							
WCFL TOTAL	740	178	323	501	52	187	239	
WCFL METRO	740	178	323	501	52	187	239	
WDHF FM TOTAL	443	108	67	175	26	242	268	
WDHF FM METRO	443	108	67	175	26	242	268	
WEFM FM TOTAL	169	34	27	61		109	108	
WEFM FM METRO	169	34	27	61		108	108	
WFHF FM TOTAL	331	34	63	97	71	163	234	
WFHF FM METRO	331	34	63	97	71	163	234	
WFMT FM TOTAL	189	34		34	104	51	155	
WFMT FM METRO	189	34		34	104	51	155	
WGN TOTAL	1850	368	739	1107	205	519	724	19
WGN METRO	1680	289	709	998	187	476	663	19
WIND TOTAL	1131	68	305	373	336	422	758	
WIND METRO	1113	68	305	373	318	422	740	
WJJD TOTAL	677	185	178	363	165	149	314	
WJJD METRO	496	161	147	308	109	79	188	
WKFM FM TOTAL	316	34	112	146	41	129	170	
WKFM FM METRO	244	34	75	109	26	109	135	
WLS TOTAL	1424	383	55	438	330	351	681	305
WLS METRO	1184	269	55	324	278	301	579	281
WMAQ TOTAL	605	86	71	157	145	303	448	
WMAQ METRO	514	32	71	103	108	303	411	
WMAQ FM TOTAL	80				26	54	80	
WMAQ FM METRO	80				26	54	80	
WMBI TOTAL	105				26	79	105	
WMBI METRO	105				26	79	105	
WMBI FM TOTAL	54					54	54	
WMBI FM METRO	54					54	54	
WNUS TOTAL	90		36	36		54	54	
WNUS METRO	90		36	36		54	54	

**UNDUPLICATED
Listening Estimates**

CHICAGO

MONDAY-FRIDAY

MAY 1965

2.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

2.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	301	34	84	118	156	27	183	
WSDM FM METRO	301	34	84	118	156	27	183	
WVDN TOTAL	176		107	107			69	
WVDN METRO	176		107	107			69	
WNCA TOTAL	20					20	20	
WNCA METRO	20					20	20	

**UNDUPLICATED
Listening Estimates**

CHICAGO

MONDAY-FRIDAY

MAY 1965

2.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

2.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL METRO	26 26				26 26		26 26	
WAIT TOTAL METRO	1104 1063	34 34	353 353	387 387	160 160	557 516	717 676	
WBBM TOTAL METRO	1062 906	102 102	208 147	310 249	52 52	700 605	752 657	
WBBM FM TOTAL METRO	-1 -1							
WCFL TOTAL METRO	758 758	178 178	287 287	465 465	52 52	241 241	293 293	
WDHF FM TOTAL METRO	326 326	108 108		108 108		218 218	218 218	
WEFM FM TOTAL METRO	196 196	34 34	27 27	61 61		135 135	135 135	
WFMF FM TOTAL METRO	304 304	34 34	63 63	97 97	71 71	136 136	207 207	
WFMT FM TOTAL METRO	163 163	34 34		34 34	78 78	51 51	129 129	
WGN TOTAL METRO	1826 1686	518 439	649 649	1167 1088	153 135	487 444	640 579	19 19
WIND TOTAL METRO	1250 1232	203 203	368 368	571 571	284 266	395 395	679 661	
WJJD TOTAL METRO	547 390	105 81	178 147	283 228	139 83	125 79	264 162	
WKFM FM TOTAL METRO	316 244	34 34	112 75	146 109	41 26	129 109	170 135	
WLS TOTAL METRO	1746 1375	533 419	66 36	599 455	343 272	324 274	667 546	480 374
WHAQ TOTAL METRO	581 527	86 32	84 84	170 116	108 108	303 303	411 411	
WHAQ FM TOTAL METRO	53 53				26 26	27 27	53 53	
WMBI TOTAL METRO	47 47					47 47	47 47	
WMBI FM TOTAL METRO	54 54					54 54	54 54	
WNUS TOTAL METRO	117 117		63 63	63 63		54 54	54 54	

**UNDUPLICATED
Listening Estimates**

CHICAGO

MONDAY-FRIDAY

MAY 1965

2.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

2.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	192 192	34 34		34 34	104 104	54 54	158 158	
WVDN TOTAL METRO	202 202		107 107	107 107	26 26		26 26	69 69
WVCA TOTAL METRO	20 20					20 20	20 20	

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
3.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

3.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
NAAF	TOTAL METRO	26 26				26 26		26 26		
HAIT	TOTAL METRO	967 947	34 34	225 225	259 259	160 160	548 528	708 688		
WBBH	TOTAL METRO	963 840	114 114	69 39	183 153	93 93	668 575	761 668	19 19	
WBBH FM	TOTAL METRO	26 26				26 26		26 26		
WCFL	TOTAL METRO	772 772	178 178	267 267	445 445	67 67	241 241	308 308	19 19	
WDHF FM	TOTAL METRO	422 422	108 108	36 36	144 144		259 259	259 259	19 19	
WEFM FM	TOTAL METRO	163 163	34 34	27 27	61 61		102 102	102 102		
WFME FM	TOTAL METRO	277 277	34 34	63 63	97 97	71 71	109 109	180 180		
WFMT FM	TOTAL METRO	272 272	34 34	36 36	70 70	104 104	79 79	183 183	17 19	
WGN	TOTAL METRO	2001 1861	696 617	478 478	1174 1095	198 180	558 515	756 695	71 71	
WIND	TOTAL METRO	1240 1222	203 203	288 288	491 491	362 344	368 368	730 712	19 19	
WJJD	TOTAL METRO	552 475	115 115	178 147	293 262	107 107	152 106	259 213		
WKFM FM	TOTAL METRO	252 217	34 34	75 75	109 109	41 26	102 82	143 108		
WLS	TOTAL METRO	2423 1975	524 393	71 71	595 464	408 319	198 148	606 467	1222 1044	
WMAQ	TOTAL METRO	575 559		107 107	107 107	111 111	324 324	435 435	33 17	
WMAQ FM	TOTAL METRO	87 87	34 34		34 34	26 26	27 27	53 53		
WMBI	TOTAL METRO	20 20					20 20	20 20		
WMBI FM	TOTAL METRO	97 97				15 15	82 82	97 97		
WNUS	TOTAL METRO	242 242		134 134	134 134	26 26	82 82	108 108		

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
3.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

3.00PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS		
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)		
WSDM FM	TOTAL METRO	150 150						104 104	27 27	131 131	19 19
WVON	TOTAL METRO	183 183	34 34	71 71	105 105			26 26		26 26	52 52
WVCA	TOTAL METRO	20 20							20 20	20 20	

UNDUPLICATED
Listening Estimates

CHICAGO

MONDAY-FRIDAY

MAY 1965

3.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

3.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL METRO	52 52				52 52		52 52	
WAIT TOTAL METRO	1012 971		269 269	269 269	123 123	620 579	743 702	
WBBM TOTAL METRO	965 851	147 147	107 76	254 223	134 134	577 494	711 628	
WBBM FM TOTAL METRO	53 53				26 26	27 27	53 53	
WCFL TOTAL METRO	619 619	212 212	183 183	395 395	52 52	135 135	187 187	37 37
WDHF FM TOTAL METRO	531 531	108 108	36 36	144 144	58 58	310 310	368 368	19 19
WEFH FM TOTAL METRO	182 182		27 27	27 27	26 26	129 129	155 155	
WFHF FM TOTAL METRO	275 275	34 34	63 63	97 97	45 45	133 133	178 178	
WFMT FM TOTAL METRO	272 272	34 34	36 36	70 70	104 104	79 79	183 183	19 19
WGN TOTAL METRO	1884 1785	495 416	580 580	1075 996	199 199	490 470	689 669	120 120
WIND TOTAL METRO	1340 1302	237 237	334 334	571 571	362 344	388 368	750 712	19 19
WJJD TOTAL METRO	731 663	180 163	213 183	393 346	172 172	166 145	338 317	
WKFM FM TOTAL METRO	286 251	68 68	75 75	143 143	41 26	102 82	143 108	
WLS TOTAL METRO	2636 2180	396 303	66 36	462 339	399 314	211 190	610 504	1564 1337
WMAQ TOTAL METRO	509 438	55 71	71 71	126 71	115 115	235 235	350 350	33 17
WMAQ FM TOTAL METRO	114 114	34 34		34 34	26 26	54 54	80 80	
WMBI TOTAL METRO	55 20	35		35		20 20	20 20	
WMBI FM TOTAL METRO	97 97				15 15	82 82	97 97	
WNUS TOTAL METRO	215 215	34 34	99 99	133 133		82 82	82 82	

UNDUPLICATED
Listening Estimates

CHICAGO

MONDAY-FRIDAY

MAY 1965

3.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

3.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	150 150				104 104	27 27	131 131	19 19
HVDN TOTAL METRO	148 148		71 71	71 71	26 26		26 26	51 51
WNCA TOTAL METRO	20 20					20 20	20 20	

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

4.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

4.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF TOTAL METRO	26 26				26 26		26 26	
WAIT TOTAL METRO	1099 1057	102 102	269 269	371 371	161 161	567 525	728 686	
WBBM TOTAL METRO	1112 1041	147 147	176 146	323 293	171 171	618 577	789 748	
WBBM FM TOTAL METRO	53 53				26 26	27 27	53 53	
WCFL TOTAL METRO	842 842	212 212	247 247	459 459	183 183	163 163	346 346	37 37
WDHF FM TOTAL METRO	643 643	155 155	36 36	191 191	58 58	357 357	415 415	37 37
WEFM FM TOTAL METRO	135 135		27 27	27 27	26 26	82 82	108 108	
WFMF FM TOTAL METRO	357 357	34 34	63 63	97 97	45 45	215 215	260 260	
WFMT FM TOTAL METRO	202 202	34 34	36 36	70 70	78 78	54 54	132 132	
WGN TOTAL METRO	1755 1667	448 448	555 507	1003 955	169 169	480 440	649 609	103 103
WIND TOTAL METRO	1705 1684	347 347	360 360	707 707	469 469	510 489	979 958	19 19
WJJD TOTAL METRO	586 548	197 197	146 146	343 343	140 126	79 79	219 205	24
WKFM FM TOTAL METRO	312 277	68 68	75 75	143 143	67 52	102 82	169 134	
WLS TOTAL METRO	3392 2814	576 483	27 27	603 510	386 245	259 230	645 475	2144 1829
WMAQ TOTAL METRO	615 515	89 34	143 143	232 177	141 141	184 163	325 304	58 34
WMAQ FM TOTAL METRO	87 87	34 34		34 34	26 26	27 27	53 53	
WMBI TOTAL METRO	103 68	35	48 48	83 48		20 20	20 20	
WMBI FM TOTAL METRO	105 105		36 36	36 36	15 15	54 54	69 69	
WNUS TOTAL METRO	407 407	102 102	170 170	272 272	26 26	109 109	135 135	

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

4.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

4.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	159 159	34 34		34 34	52 52	54 54	106 106	19 19
WVON TOTAL METRO	108 108		71 71	71 71				37 37
WHCA TOTAL METRO	60 60		27 27	27 27		20 20	20 20	13 13

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

4.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

4.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
NAAF	TOTAL	26				26		26	
	METRO	26				26		26	
WAIT	TOTAL	1070	169	251	420	161	472	633	17
	METRO	1049	169	251	420	161	451	612	17
WBBM	TOTAL	1198	147	276	423	212	563	775	
	METRO	1040	147	209	356	212	472	684	
WBBM FM	TOTAL	80				26	54	80	
	METRO	80				26	54	80	
WCFL	TOTAL	755	161	275	436	119	163	282	37
	METRO	723	144	275	419	104	163	267	37
WDHF FM	TOTAL	653	147	71	218	58	340	398	37
	METRO	653	147	71	218	58	340	398	37
WEFH FM	TOTAL	135		27	27	26	82	108	
	METRO	135		27	27	26	82	108	
WFME FM	TOTAL	468	34	134	168	58	242	300	
	METRO	468	34	134	168	58	242	300	
WFMT FM	TOTAL	214	34	20	54	78	62	160	
	METRO	214	34	20	54	78	62	160	
WGN	TOTAL	2144	426	963	1389	152	530	682	73
	METRO	2016	426	856	1282	152	509	661	73
WIND	TOTAL	1806	322	568	890	469	428	897	19
	METRO	1806	322	568	890	469	428	897	19
WJJD	TOTAL	527	68	228	296	121	86	207	24
	METRO	459	68	198	266	107	86	193	
WKFH FM	TOTAL	276	68	39	107	67	102	169	
	METRO	241	68	39	107	52	82	134	
WLS	TOTAL	3861	564	210	774	420	319	739	2348
	METRO	3387	523	173	696	298	319	617	2074
WMAQ	TOTAL	697	76	170	246	147	270	417	34
	METRO	678	76	170	246	128	270	398	34
WMAQ FM	TOTAL	62		36	36	26		26	
	METRO	62		36	36	26		26	
WMBI	TOTAL	167		120	120		47	47	
	METRO	167		120	120		47	47	
WMBI FM	TOTAL	204		107	107	15	82	97	
	METRO	204		107	107	15	82	97	
WNUS	TOTAL	417	68	214	282	26	109	135	
	METRO	417	68	214	282	26	109	135	

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

4.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

4.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	125				52	54	106	19
	METRO	125				52	54	106	19
WVDN	TOTAL	161	34	71	105				56
	METRO	161	34	71	105				56
WVCA	TOTAL	20					20	20	
	METRO	20					20	20	

**UNDUPLICATED
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

5.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

5.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)		
		WAAF	TOTAL METRO	52 52			52 52		
WAIT	TOTAL METRO	1310 1252	237 237	308 271	545 508	269 269	479 458	748 727	17 17
WDBH	TOTAL METRO	1517 1337	215 215	285 217	500 432	186 186	831 719	1017 905	
WBDM FM	TOTAL METRO	89 89		36 36	36 36	26 26	27 27	53 53	
WCFL	TOTAL METRO	641 609	186 169	190 190	376 359	119 104	109 109	228 213	37 37
WDHF FM	TOTAL METRO	615 615	81 81	107 107	188 188	58 58	313 313	371 371	56 56
WEFM FM	TOTAL METRO	191 191		63 63	63 63	26 26	102 102	128 128	
WFME FM	TOTAL METRO	470 470		170 170	170 170	58 58	242 242	300 300	
WFMT FM	TOTAL METRO	321 321	34 34	127 127	161 161	78 78	82 82	160 160	
WGN	TOTAL METRO	2690 2542	536 536	1201 1117	1737 1653	181 181	705 641	886 822	67 67
WIND	TOTAL METRO	1785 1785	347 347	481 481	828 828	469 469	469 469	938 938	19 19
WJJD	TOTAL METRO	512 457	34 34	209 178	243 212	159 159	86 86	245 245	24 24
WKFM FM	TOTAL METRO	250 215	68 68	39 39	107 107	41 26	102 82	143 108	
WLS	TOTAL METRO	4315 3758	584 559	184 147	768 706	618 438	551 510	1169 948	2378 2104
WMAQ	TOTAL METRO	668 668	74 74	143 143	217 217	85 85	313 313	398 398	53 53
WMAQ FM	TOTAL METRO	62 62		36 36	36 36	26 26		26 26	
WMBI	TOTAL METRO	182 182		155 155	155 155		27 27	27 27	
WMBI FM	TOTAL METRO	133 133		36 36	36 36	15 15	82 82	97 97	
WNUS	TOTAL METRO	346 346	68 68	143 143	211 211	26 26	109 109	135 135	

**UNDUPLICATED
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

5.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

5.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)		
		WSDM FM	TOTAL METRO	202 202		36 36	36 36		93 93
WVON	TOTAL METRO	238 238	34 34	71 71	105 105	58 58		58 58	75 75
WKCA	TOTAL METRO	95 95		55 55	55 55		40 40	40 40	

UNDUPLICATED
Listening Estimates

CHICAGO

MONDAY-FRIDAY

MAY 1965

5.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

5.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WAAF	TOTAL	123	71	71	52		52		
	METRO	123	71	71	52		52		
WAIT	TOTAL	1288	237	221	458	258	521	779	51
	METRO	1268	237	221	458	258	501	759	51
WBBM	TOTAL	1356	215	244	459	145	752	897	
	METRO	1185	215	214	429	145	611	756	
WBBM FM	TOTAL	26				26		26	
	METRO	26				26		26	
WCFL	TOTAL	640	85	269	354	67	182	249	37
	METRO	608	68	269	337	52	182	234	37
WDHF FM	TOTAL	664	81	198	279	26	286	312	73
	METRO	664	81	198	279	26	286	312	73
WEFM FM	TOTAL	184		63	63		102	102	19
	METRO	184		63	63		102	102	19
WFME FM	TOTAL	644		277	277	58	296	354	13
	METRO	644		277	277	58	296	354	13
WFMT FM	TOTAL	272	34	107	141	104	27	131	
	METRO	272	34	107	141	104	27	131	
WGN	TOTAL	2251	275	879	1154	243	600	1043	54
	METRO	2170	275	819	1094	243	779	1022	54
WIND	TOTAL	1359	356	228	584	385	371	756	19
	METRO	1359	356	228	584	385	371	756	19
WJJD	TOTAL	459	80	71	151	144	120	264	44
	METRO	435	80	71	151	144	120	264	20
WKFM FM	TOTAL	296	68	39	107	67	122	189	
	METRO	261	68	39	107	52	102	154	
WLS	TOTAL	4343	675	198	873	677	401	1078	2392
	METRO	3806	658	198	856	422	347	769	2181
WMAQ	TOTAL	674	34	234	268	96	239	335	71
	METRO	674	34	234	268	96	239	335	71
WMAQ FM	TOTAL	26				26		26	
	METRO	26				26		26	
WMBI	TOTAL	147		120	120		27	27	
	METRO	147		120	120		27	27	
WMBI FM	TOTAL	133		36	36	15	82	97	
	METRO	133		36	36	15	82	97	
WNUS	TOTAL	393	99	214	313	26	54	80	
	METRO	393	99	214	313	26	54	80	

UNDUPLICATED
Listening Estimates

CHICAGO

MONDAY-FRIDAY

MAY 1965

5.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

5.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WSHM FM	TOTAL	277		84	84	92	82	174	19
	METRO	277		84	84	92	82	174	19
WVON	TOTAL	238	34	71	105	58		58	75
	METRO	238	34	71	105	58		58	75
WVCA	TOTAL	20					20	20	
	METRO	20					20	20	

UNDUPLICATED
Listening Estimates

CHICAGO

MONDAY-FRIDAY

MAY 1965

6.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAAF	TOTAL 131	34	71	105	26		26	
	METRO 131	34	71	105	26		26	
WAIT	TOTAL 1371	237	240	477	257	568	825	19
	METRO 1371	237	240	477	257	568	825	59
WBBM	TOTAL 1044	147	121	268	145	631	776	
	METRO 851	147	91	238	145	468	613	
WBBM FM	TOTAL 62		36	36	26		26	
	METRO 62		36	36	26		26	
WCFL	TOTAL 834	184	288	472	78	230	308	54
	METRO 817	167	288	455	78	230	308	54
WDHF FM	TOTAL 737	81	198	279	26	327	353	105
	METRO 737	81	198	279	26	327	353	105
WEFH FM	TOTAL 358		210	210		129	129	19
	METRO 358		210	210		129	129	19
WFME FM	TOTAL 591		277	277	32	269	301	13
	METRO 591		277	277	32	269	301	13
WFMT FM	TOTAL 236	34	99	133	52	51	103	
	METRO 236	34	99	133	52	51	103	
WGN	TOTAL 2290	201	1006	1207	220	826	1046	37
	METRO 2163	201	900	1101	220	805	1025	37
WIND	TOTAL 1237	246	277	523	250	445	695	19
	METRO 1237	246	277	523	250	445	695	19
WJJD	TOTAL 382		93	93	125	120	245	44
	METRO 328		63	63	125	120	245	20
WKFM FM	TOTAL 281	34	39	73	67	122	189	19
	METRO 246	34	39	73	52	102	154	19
WLS	TOTAL 3686	407	178	585	716	272	988	2113
	METRO 3057	407	178	585	461	218	679	1793
WMAQ	TOTAL 711	34	71	105	205	347	552	54
	METRO 690	34	71	105	205	326	531	54
WMAQ FM	TOTAL 26				26		26	
	METRO 26				26		26	
WMBI	TOTAL 218		87	87	26	105	131	
	METRO 218		87	87	26	105	131	
WMBI FM	TOTAL 118		36	36		82	82	
	METRO 118		36	36		82	82	
WNUS	TOTAL 298	102	143	245	26	27	53	
	METRO 298	102	143	245	26	27	53	

UNDUPLICATED
Listening Estimates

CHICAGO

MONDAY-FRIDAY

MAY 1965

6.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL 248		123	123	52	54	106	19
	METRO 248		123	123	52	54	106	19
WVDH	TOTAL 197	34	107	141				56
	METRO 197	34	107	141				56
WWCA	TOTAL 79		27	27	32	20	52	
	METRO 79		27	27	32	20	52	

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
6.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
	WAAF TOTAL	26				26		26	
	METRO	26				26		26	
	WAIT TOTAL	896	102	146	248	160	402	562	86
	METRO	896	102	146	248	160	402	562	86
	WBBM TOTAL	940	102	159	261	157	522	679	
	METRO	781	102	128	230	157	394	551	
	WBBH FM TOTAL	97		71	71	26		26	
	METRO	97		71	71	26		26	
	WCFL TOTAL	773	116	319	435	52	230	282	56
	METRO	756	99	319	418	52	230	282	56
	WDHF FM TOTAL	622	81	127	208	26	300	326	88
	METRO	622	81	127	208	26	300	326	88
	WEFP FM TOTAL	289	25	210	235		54	54	
	METRO	264		210	210		54	54	
	WFMF FM TOTAL	469		206	206	32	218	250	13
	METRO	469		206	206	32	218	250	13
	WFMT FM TOTAL	396	68	118	186	131	79	210	
	METRO	396	68	118	186	131	79	210	
	WGN TOTAL	1732	144	474	618	237	755	992	122
	METRO	1573	144	397	541	237	705	942	92
	WIND TOTAL	1283	178	313	491	224	418	642	150
	METRO	1283	178	313	491	224	418	642	150
	WJJD TOTAL	351	34	63	97	131	79	210	44
	METRO	327	34	63	97	131	79	210	20
	WKFM FM TOTAL	288	34	39	73	41	142	183	32
	METRO	253	34	39	73	26	122	148	32
	WLS TOTAL	1355	170	37	207	435	109	544	604
	METRO	1009	136		136	266	109	375	498
	WMAU TOTAL	690	68	107	175	160	319	479	36
	METRO	669	68	107	175	160	298	458	36
	WMAQ FM TOTAL	109		37	37	26	27	53	19
	METRO	109		37	37	26	27	53	19
	WMBI TOTAL	104				26	78	104	
	METRO	104				26	78	104	
	WMBI FM TOTAL	54					54	54	
	METRO	54					54	54	
	WNUS TOTAL	71		71	71				
	METRO	71		71	71				

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
6.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

6.30PM		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
	WSDM FM TOTAL	301	116	87	203	52	27	79	19
	METRO	301	116	87	203	52	27	79	19
	WVON TOTAL	236	34	107	141				95
	METRO	236	34	107	141				95
	WNCA TOTAL	72				32	40	72	
	METRO	72				32	40	72	

CHICAGO
MAY 1965

UNDUPLICATED
Listening Estimates

MONDAY-FRIDAY
7.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WAAF TOTAL METRO	53 53				26 26	27 27	53 53		
WAIT TOTAL METRO	798 798	102 102	230 230	332 332	104 104	293 293	397 397	69 69	
WBBM TOTAL METRO	486 324		118 71	118 71	104 104	248 149	352 253	16	
WBBM FM TOTAL METRO	71 71		71 71	71 71					
WCFL TOTAL METRO	1092 1075	184 167	462 462	646 629	26 26	347 347	373 373	73 73	
WDHF FM TOTAL METRO	582 582	47 47	127 127	174 174		320 320	320 320	88 88	
WEFM FM TOTAL METRO	263 238	25	191 191	216 191		47 47	47 47		
WFME FM TOTAL METRO	405 405		170 170	170 170	32 32	190 190	222 222	13 13	
WFMT FM TOTAL METRO	344 344	68 68	118 118	186 186	104 104	54 54	158 158		
WGN TOTAL METRO	1845 1721	114 114	690 605	804 719	247 228	704 684	951 912	90 90	
WIND TOTAL METRO	1355 1355	110 110	314 314	424 424	250 250	513 513	763 763	168 168	
WJJD TOTAL METRO	448 390	114 80	55 55	169 135	156 156	67 67	223 223	56 32	
WKFM FM TOTAL METRO	268 253	34 34	39 39	73 73	41 26	122 122	163 148	32 32	
WLS TOTAL METRO	1342 1000	288 288	37	325 288	379 228	82 82	461 310	556 402	
WMAQ TOTAL METRO	598 574	68 68	107 107	175 175	138 138	244 244	382 382	41 17	
WMAQ FM TOTAL METRO	90 90		37 37	37 37	26 26	27 27	53 53		
WMBI TOTAL METRO	-1 -1								
WMBI FM TOTAL METRO	54 54					54 54	54 54		
WNUS TOTAL METRO	71 71		71 71	71 71					

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
7.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WSDM FM TOTAL METRO	335 335	150 150	87 87	237 237	52 52	27 27	79 79	19 19	
HVON TOTAL METRO	278 278	68 68	107 107	175 175		27 27	27 27	76 76	
WVCA TOTAL METRO	55 55		55 55	55 55					

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
7.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
HAIT TOTAL	665	102	175	277	78	241	319	69
METRO	665	102	175	277	78	241	319	69
WBBM TOTAL	258		36	36	78	144	222	
METRO	208		36	36	78	94	172	
WBBM FM TOTAL	62		36	36	26		26	
METRO	62		36	36	26		26	
WCFL TOTAL	1242	184	605	789	26	408	434	19
METRO	1225	167	605	772	26	408	434	19
WDHF FM TOTAL	414		127	127		268	268	19
METRO	414		127	127		268	268	19
WEFM FM TOTAL	202		155	155		47	47	
METRO	202		155	155		47	47	
WFME FM TOTAL	389	34	134	168	58	163	221	
METRO	389	34	134	168	58	163	221	
WFMT FM TOTAL	215		83	83	78	54	132	
METRO	215		83	83	78	54	132	
WGN TOTAL	1903	249	790	1039	253	518	771	93
METRO	1779	249	706	955	234	497	731	93
WIND TOTAL	701	110	251	361	104	217	321	19
METRO	701	110	251	361	104	217	321	19
WJJD TOTAL	484	211	58	269	124	67	191	24
METRO	443	194	58	252	124	67	191	24
WKFM FM TOTAL	180	34	39	73	14	74	88	19
METRO	166	34	39	73		74	74	19
WLS TOTAL	2393	339	68	407	531	118	649	1337
METRO	2039	339	68	407	379	118	497	1135
WMAQ TOTAL	730	102	93	195	179	283	462	73
METRO	663	102	93	195	179	240	419	49
WMAQ FM TOTAL	63		37	37	26		26	
METRO	63		37	37	26		26	
WMBI TOTAL	-1							
METRO	-1							
WMBI FM TOTAL	54					54	54	
METRO	54					54	54	
WNUS TOTAL	134		107	107		27	27	
METRO	134		107	107		27	27	

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
7.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

7.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	287	150	39	189	52	27	79	19
METRO	287	150	39	189	52	27	79	19
WVON TOTAL	297	68	107	175		27	27	95
METRO	297	68	107	175		27	27	95
WWCA TOTAL	27		27	27				
METRO	27		27	27				

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
8.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WAIT	TOTAL	371	34	55	89	78	187	265	17
	METRO	371	34	55	89	78	187	265	17
WBBM	TOTAL	346		20	20	119	207	326	
	METRO	305		20	20	119	166	285	
WBBM FM	TOTAL	62		36	36	26		26	
	METRO	62		36	36	26		26	
WCFL	TOTAL	2043	266	1036	1302	78	565	643	98
	METRO	1932	249	1008	1257	78	544	622	53
WDHF FM	TOTAL	394	34	127	161		214	214	19
	METRO	394	34	127	161		214	214	19
WCFM FM	TOTAL	192		118	118		74	74	
	METRO	192		118	118		74	74	
WFME FM	TOTAL	361	34	134	168	84	109	193	
	METRO	361	34	134	168	84	109	193	
WFPT FM	TOTAL	344		84	84	131	129	260	
	METRO	344		84	84	131	129	260	
WGN	TOTAL	2106	397	805	1202	305	489	794	110
	METRO	1887	372	693	1065	286	426	712	110
WIND	TOTAL	579	68	279	347	78	135	213	19
	METRO	579	68	279	347	78	135	213	19
WJJD	TOTAL	408	165	58	223	138	47	185	
	METRO	377	148	58	206	124	47	171	
WKFM FM	TOTAL	142	34	20	54	14	74	88	
	METRO	128	34	20	54		74	74	
WLS	TOTAL	2874	373	87	460	529	147	676	1738
	METRO	2347	373	20	393	379	118	497	1457
WMAQ	TOTAL	581	102	55	157	171	165	336	88
	METRO	537	102	55	157	171	145	316	64
WMAQ FM	TOTAL	104	59		59	26		26	19
	METRO	79	34		34	26		26	19
WMBI FM	TOTAL	54					54	54	
	METRO	54					54	54	
WNUS	TOTAL	151	34	63	97		54	54	
	METRO	151	34	63	97		54	54	

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
8.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM	TOTAL	270	116	74	190	26	54	80	
	METRO	270	116	74	190	26	54	80	
WVON	TOTAL	417	169	107	276		27	27	114
	METRO	417	169	107	276		27	27	114
WWCA	TOTAL	75		55	55		20	20	
	METRO	75		55	55		20	20	

* STATION NOT ON AIR FOR COMPLETE TIME PERIOD.

**UNDUPLICATED
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

8.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WBBM TOTAL	486	34	93	127	119	240	359	
WBBM METRO	465	34	93	127	119	219	338	
WBBM FM TOTAL	62		36	36	26		26	
WBBM FM METRO	62		36	36	26		26	
WCFL TOTAL	2451	322	1192	1514	52	561	613	324
WCFL METRO	2312	305	1136	1441	52	540	592	279
WDHF FM TOTAL	394	34	127	161		214	214	19
WDHF FM METRO	394	34	127	161		214	214	19
WEFM FM TOTAL	200		126	126		74	74	
WEFM FM METRO	200		126	126		74	74	
WFME FM TOTAL	274		134	134	58	82	140	
WFME FM METRO	274		134	134	58	82	140	
WFMT FM TOTAL	331	34	37	71	104	156	260	
WFMT FM METRO	331	34	37	71	104	156	260	
WGN TOTAL	2135	542	908	1450	202	373	575	110
WGN METRO	1892	542	729	1271	202	309	511	110
WIND TOTAL	916	213	417	630	52	178	230	56
WIND METRO	744	178	323	501	52	135	187	56
WJJD TOTAL	342	131	58	189	106	47	153	
WJJD METRO	311	114	58	172	92	47	139	
WKFM FM TOTAL	88	34	20	54	14	20	34	
WKFM FM METRO	74	34	20	54	14	20	20	
WLS TOTAL	3077	407	30	437	517	150	667	1975
WLS METRO	2739	407		407	405	121	526	1804
WMAQ TOTAL	625	235	71	306	131	141	272	47
WMAQ METRO	625	235	71	306	131	141	272	47
WMAQ FM TOTAL	34	34		34				
WMAQ FM METRO	34	34		34				
WMBI FM TOTAL	54				54	54		
WMBI FM METRO	54				54	54		
WNUS TOTAL	97	34	63	97				
WNUS METRO	97	34	63	97				

**UNDUPLICATED
Listening Estimates**

CHICAGO

MAY 1965

MONDAY-FRIDAY

8.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	342	136	74	210	78	54	132	
WSDM FM METRO	342	136	74	210	78	54	132	
WVON TOTAL	365	136	107	243		27	27	95
WVON METRO	365	136	107	243		27	27	95
WVCA TOTAL	-1							
WVCA METRO	-1							

UNDUPLICATED
Listening Estimates

CHICAGO

MONDAY-FRIDAY

MAY 1965

9.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WBBM TOTAL	432	34	109	143	104	185	289	
WBBM METRO	412	34	109	143	104	165	269	
WBBM FM TOTAL	62		36	36	26		26	
WBBM FM METRO	62		36	36	26		26	
WCFL TOTAL	2857	305	1496	1801	78	595	673	383
WCFL METRO	2729	305	1440	1745	78	595	673	311
WDHF FM TOTAL	502	34	265	299		167	167	36
WDHF FM METRO	502	34	265	299		167	167	36
WEFM FM TOTAL	200		126	126		74	74	
WEFM FM METRO	200		126	126		74	74	
WFME FM TOTAL	211		99	99	58	54	112	
WFME FM METRO	211		99	99	58	54	112	
WFMT FM TOTAL	326		93	93	104	129	233	
WFMT FM METRO	326		93	93	104	129	233	
WGN TOTAL	2305	393	1131	1524	189	396	585	196
WGN METRO	2080	393	970	1363	189	332	521	196
WIND TOTAL	1785	574	700	1274	104	315	419	92
WIND METRO	1521	504	569	1073	104	252	356	92
WJJD TOTAL	343	131	47	178	125	40	165	
WJJD METRO	265	114		114	111	40	151	
WKFM FM TOTAL	155	68		68	67	20	87	
WKFM FM METRO	140	68		68	52	20	72	
WLS TOTAL	3328	330	30	360	454	158	612	2356
WLS METRO	2859	305		305	379	129	508	2046
WHAQ TOTAL	697	167	37	204	196	229	425	68
WHAQ METRO	640	167		167	196	209	405	68
WHAQ FM TOTAL	34	34		34				
WHAQ FM METRO	34	34		34				
WMBI FM TOTAL	54					54	54	
WMBI FM METRO	54					54	54	
WNUS TOTAL	160		107	107	26	27	53	
WNUS METRO	160		107	107	26	27	53	

UNDUPLICATED
Listening Estimates

CHICAGO

MONDAY-FRIDAY

MAY 1965

9.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	365	102	74	176	119	54	173	16
WSDM FM METRO	365	102	74	176	119	54	173	16
WVDN TOTAL	402	136	107	243		27	27	132
WVDN METRO	402	136	107	243		27	27	132
WNCA TOTAL	-1							
WNCA METRO	-1							

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
9.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WBBM TOTAL	238		71	71	52	115	167	
METRO	217		71	71	52	94	146	
WBBM FM TOTAL	62		36	36	26		26	
METRO	62		36	36	26		26	
WCFL TOTAL	2898	356	1540	1896	78	595	673	329
METRO	2775	339	1484	1823	78	595	673	279
WDHF FM TOTAL	374	34	198	232		106	106	36
METRO	374	34	198	232		106	106	36
WEFM FM TOTAL	184		110	110		74	74	
METRO	184		110	110		74	74	
WFMF FM TOTAL	156		71	71	58	27	85	
METRO	156		71	71	58	27	85	
WFMT FM TOTAL	300		93	93	78	129	207	
METRO	300		93	93	78	129	207	
WGN TOTAL	2051	425	961	1386	104	359	463	202
METRO	1862	425	815	1240	104	316	420	202
WIND TOTAL	2133	538	788	1326	247	394	641	166
METRO	1915	468	704	1172	247	330	577	166
WKFM FM TOTAL	155	68		68	67	20	87	
METRO	140	68		68	52	20	72	
WLS TOTAL	3528	363	66	429	500	153	653	2446
METRO	3083	313	36	349	424	94	518	2216
WMAQ TOTAL	395	102	20	122	130	126	256	17
METRO	395	102	20	122	130	126	256	17
WMAQ FM TOTAL	34	34		34				
METRO	34	34		34				
WMBI FM TOTAL	54					54	54	
METRO	54					54	54	
WNUS TOTAL	253	32	107	139	41	54	95	19
METRO	253	32	107	139	41	54	95	19

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
9.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

9.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL	312	68	71	139	119	54	173	
METRO	312	68	71	139	119	54	173	
WVON TOTAL	410	136	107	243	26	27	53	114
METRO	410	136	107	243	26	27	53	114
HWCA TOTAL	-1							
METRO	-1							

CHICAGO
MAY 1965

UNDUPLICATED
Listening Estimates

MONDAY-FRIDAY
10.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WBBM TOTAL METRO	286 245		71 71	71 71	52 52	163 122	215 174		
WBBM FM TOTAL METRO	62 62		36 36	36 36	26 26		26 26		
WCFL TOTAL METRO	2377 2271	339 339	1210 1154	1549 1493	104 104	459 459	563 563	265 215	
WDHF FM TOTAL METRO	220 220	34 34	71 71	105 105		79 79	79 79	36 36	
WEFM FM TOTAL METRO	145 145		118 118	118 118		27 27	27 27		
WFME FM TOTAL METRO	98 98		71 71	71 71		27 27	27 27		
WFMT FM TOTAL METRO	128 128		55 55	55 55	26 26	47 47	73 73		
WGN TOTAL METRO	1960 1723	313 313	822 689	1135 1002	111 93	531 445	642 538	183 183	
WIND TOTAL METRO	776 776	102 102	178 178	280 280	189 189	215 215	404 404	92 92	
WKFM FM TOTAL METRO	155 140	68 68		68 68	67 52	20 20	87 72		
WLS TOTAL METRO	3983 3568	525 484	66 36	591 520	510 453	84 54	594 507	2798 2541	
WMAQ TOTAL METRO	347 319	34 34	64 36	98 70	84 84	165 165	249 249		
WMAQ FM TOTAL METRO	-1 -1								
WMBI FM TOTAL METRO	54 54					54 54	54 54		
WNUS TOTAL METRO	308 308	66 66	143 143	209 209	26 26	54 54	80 80	19 19	

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
10.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

10.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS	
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	12-17 (00)	
WSDM FM TOTAL METRO	238 238	66 66	36 36	102 102	82 82	54 54	136 136		
WVON TOTAL METRO	285 285	68 68	71 71	139 139	26 26	27 27	53 53	93 93	
WWCA TOTAL METRO	20 20					20 20	20 20		

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
10.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
HBBM	TOTAL	295	46	20	66	52	177	229	
	METRO	274	46	20	66	52	156	208	
HBBM FM	TOTAL	62		36	36	26		26	
	METRO	62		36	36	26		26	
WCFL	TOTAL	1668	169	918	1087	78	324	402	179
	METRO	1590	169	890	1059	78	324	402	129
WDHF FM	TOTAL	168	34	36	70		79	79	19
	METRO	168	34	36	70		79	79	19
WEFM FM	TOTAL	82		63	63				19
	METRO	82		63	63				19
WFMF FM	TOTAL	82		55	55		27	27	
	METRO	82		55	55		27	27	
WFMT FM	TOTAL	89		36	36	26	27	53	
	METRO	89		36	36	26	27	53	
WGN	TOTAL	2112	212	899	1111	296	585	881	120
	METRO	1872	212	765	977	296	479	775	120
WIND	TOTAL	588	68	143	211	162	215	377	
	METRO	588	68	143	211	162	215	377	
WKFM FM	TOTAL	169	68		68	81	20	101	
	METRO	155	68		68	67	20	87	
WLS	TOTAL	3016	562	30	592	476	84	560	1864
	METRO	2638	520		520	363	54	417	1701
WMAQ	TOTAL	305	34	99	133	26	146	172	
	METRO	257	34	71	105	26	126	152	
WMAQ FM	TOTAL	53	34		34				19
	METRO	53	34		34				19
WMBI FM	TOTAL	82				82	82	82	
	METRO	82				82	82	82	
WNUS	TOTAL	204	34	143	177		27	27	
	METRO	204	34	143	177		27	27	

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
10.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

		TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
			18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDH FM	TOTAL	158	66	36	102	29	27	56	
	METRO	158	66	36	102	29	27	56	
WVON	TOTAL	241	68	71	139		27	27	75
	METRO	241	68	71	139		27	27	75
WWCA	TOTAL	-1							
	METRO	-1							

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
11.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WBBM TOTAL METRO	361 341	68 68	36 36	104 104		257 237	257 237	
WBBM FM TOTAL METRO	62 62		36 36	36 36	26 26		26 26	
WCFL TOTAL METRO	946 918	68 68	633 605	701 673	26 26	163 163	189 189	56 56
WEFM FM TOTAL METRO	27 27		27 27	27 27				
WFHF FM TOTAL METRO	143 143	34 34	55 55	89 89		54 54	54 54	
WFHT FM TOTAL METRO	62 62		36 36	36 36		26 26	26 26	
WGN TOTAL METRO	1704 1538	110 110	975 872	1085 982	140 140	413 350	553 490	66 66
WIND TOTAL METRO	583 583	34 34	250 250	284 284	136 136	163 163	299 299	
WKFM FM TOTAL METRO	149 135	68 68		68 68	81 67		81 67	
WLS TOTAL METRO	1756 1585	252 203		252 203	311 311	27 27	338 338	1166 1044
WMAQ TOTAL METRO	493 401	34 34	162 134	196 168	26 26	271 207	297 233	
WMAQ FM TOTAL METRO	-1 -1							
WNUS TOTAL METRO	266 266	34 34	178 178	212 212		54 54	54 54	

UNDUPLICATED
Listening Estimates

CHICAGO
MAY 1965

MONDAY-FRIDAY
11.00PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.00PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	95 95	66 66		66 66	29 29		29 29	
WVON TOTAL METRO	185 185	68 68	71 71	139 139		27 27	27 27	19 19
WNCA TOTAL METRO	-1 -1							

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

MONDAY-FRIDAY

11.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WBBM TOTAL METRO	302 302	68 68		68 68		234 234	234 234	
WBBM FM TOTAL METRO	26 26				26 26		26 26	
WCFL TOTAL METRO	726 698	136 136	408 380	544 516		163 163	163 163	19 19
WEFM FM TOTAL METRO	27 27		27 27	27 27				
WFME FM TOTAL METRO	124 124	34 34	36 36	70 70		54 54	54 54	
WFMT FM TOTAL METRO	26 26					26 26	26 26	
HGN TOTAL METRO	1268 1165	182 182	733 630	915 812	119 119	187 187	306 306	47 47
WIND TOTAL METRO	459 459	34 34	214 214	248 248	78 78	133 133	211 211	
WKFM FM TOTAL METRO	149 135	68 68		68 68	81 67		81 67	
WLS TOTAL METRO	1246 1134	267 218		267 218	239 239	27 27	266 266	713 650
WMAQ TOTAL METRO	370 279	34 34	91 63	125 97	26 26	219 156	245 182	
WMAQ FM TOTAL METRO	-1 -1							
WNUS TOTAL METRO	194 194	34 34	107 107	141 141	26 26	27 27	53 53	

UNDUPLICATED
Listening Estimates

CHICAGO

MAY 1965

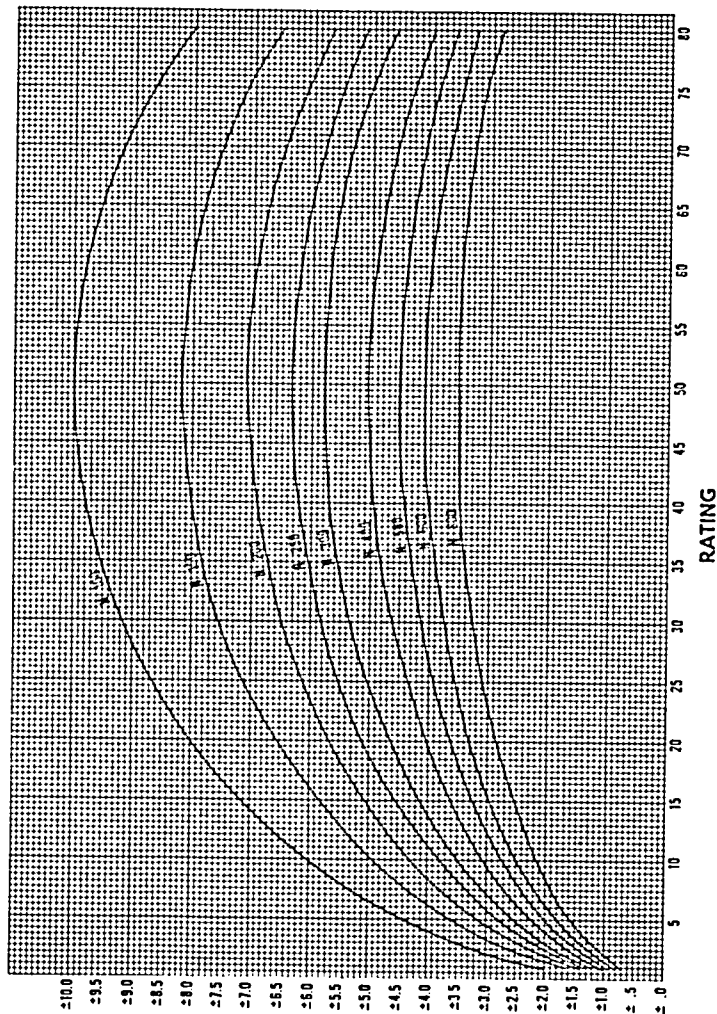
MONDAY-FRIDAY

11.30PM

PERSONS LISTENING: AT-HOME AND AWAY-FROM-HOME COMBINED

11.30PM	TOTAL PERSONS 12+ (00)	MEN			WOMEN			TEENS 12-17 (00)
		18-34 (00)	35+ (00)	TOTAL (00)	18-34 (00)	35+ (00)	TOTAL (00)	
WSDM FM TOTAL METRO	95 95	66 66		66 66	29 29		29 29	
WVON TOTAL METRO	185 185	68 68	71 71	139 139		27 27	27 27	19 19
WVCA TOTAL METRO	-1 -1							

CHART SHOWING STATISTICAL VARIATION ONLY



DESCRIPTION OF STATISTICAL VARIATION CHART:

Figures in this chart are based on two standard deviations. They show the maximum statistical variation expected in 955 out of every 1000 cases. This chart applies only to deviation expected in a theoretically perfect probability sample and does not take into account recording or processing or any limitations in a sample cover under "Sampling" that might occur or it is impossible in a practical operation such as ARB. Only as much as non-telephone homes, actual deviation in this report may, of course, be somewhat greater than the ranges shown in this chart.

TO DETERMINE STATISTICAL VARIATION OF PERSONS LISTENING

1. Convert Persons Listening in desired category into a percent by dividing by total persons in this category (e.g., Persons in "Estimated Persons").
2. Locate this percent point on Rating Scale.
3. Project percent point upwards to sample base for "N" on each curve representing effective sample size.
4. From this point on curve project horizontally to vertical scale and note plus and minus (\pm) variation.
5. Multiply Persons (in report measurement area) by this plus and minus percentage (\pm) variation.
6. This resulting figure added to and subtracted from the Persons listening gives you the relative range which may be expected in the sample. In such a sample, the chances are 955 out of 1000 that an absolute measurement of Persons Listening would fall within this range.

TO DETERMINE RELIABILITY OF A RATING

1. Locate the rating on the Rating Scale.
2. Project rating upwards to the curve representing effective sample base for the data you are working with. ("N" on each curve represents effective sample base.)
3. From this point on curve project horizontally to vertical scale and note plus and minus (\pm) variation.
4. The figure added to and subtracted from the rating gives you the rating range in a theoretically perfect probability sample. In a 955 out of 1000 sample, the chances are 955 out of 1000 that an absolute rating would fall within this range. Please refer to the chart description above for the advantages and limitations in the application of this chart to ARB data.

SPECIAL NOTATION FOR AM-FM COMBINATIONS*

AM-FM station combinations were simulcast during the time both stations were on the air except for the stations listed below, which were programmed separately for one or more half-hours during one or more days in the periods indicated below.

Stations Periods When Separate Programming Occurred, 6:00AM to 12:00AM

No separate programming occurred among AM-FM combinations listed in this report.

*Broadcast information, such as the time the station signed on and off the air, and, when appropriate, whether or not the station programmed separately from its affiliate station, is requested from radio stations in the survey area. In the event a station does not supply this information, the requisite data is obtained from the current issue of "Spot Radio Rates and Data," published by Standard Rate & Data Service, Inc.

in the television survey area as defined by the ARB Research Department. Metro Area—The Metro Survey Area definition parallels that of the Bureau of the Budget, subject to exceptions dictated by marketing considerations and historical industry usage. Counties included in the Metro Survey Area are designated by an asterisk in the list of "Counties in the Survey Area" appearing on page 2.

SURVEY PERIOD

The survey was conducted over a four-week period. (See "Survey Period" at the top of page 2 for specific survey dates.) Diaries were placed equally over each of the survey weeks to provide "average week" results.

SURVEY METHOD

Universe—The universe is defined as all persons, twelve years old or older residing in the survey area.

Sampling Frame—The sampling frame consists of residential listings in those telephone directories applicable to the survey area. The reasoning supporting the use of telephone directories for sampling purposes includes the following points: (1) it can be demonstrated mathematically that a properly drawn sample of residences, on the average, will contain individuals in the same ratio of age and sex as that which exists in the universe; (2) although telephone directories do not include non-telephone homes and homes with unlisted telephone numbers, the fact that telephone directories are normally the only up-to-date listings of homes extensively available for sampling purposes, makes them superior, in our opinion, to other older and less complete listings that might include some non-telephone homes.

Measurement Tool—ARB radio audience data are gathered by a personal diary designed to obtain a one-week record of one person's own exposure, both at-home and away-from-home, to newspapers, television, magazines and radio. The diary is produced in pocket-size format so that an individual can carry it from place to place, to record exposure, as it occurs, to each of the four media. Only radio exposure is tabulated.

Sample Design and Implementation—In order to assure an adequate geographic dispersion of the sample, the total survey area is divided into smaller geographic areas called sampling units. Sampling units consist of counties or groups of counties. The population of each each sampling unit, determined from U. S. Census data and current Standard Rate and Data Service, Inc., population estimates, is then sub-divided into five sex-age categories (Men 18-34, Men 35+, Women 18-34, Women 35+, Teens 12-17).

Actual sampling is conducted in two stages. In the first stage, minor civil divisions located within the sampling units are selected with a probability proportional to population as sampling points. In the second stage, a sample of homes is selected from the telephone directories at each sampling point following a technique of systematic interval selection from a random starting point. The name, address, and telephone number of each residential listing is transcribed onto a diary placement interview questionnaire. As standard procedure, ARB selects a new sample for each survey and for each week within a multiple-week survey period. Selection of sample homes is performed by ARB coordinators who are supervised by the ARB Field Staff Department in Beltsville, Maryland.

Interviewers are instructed to make telephone calls to sample homes to gain acceptance of the diaries and to determine demographic characteristics of persons, twelve years old and older, living in the home at the time of the placement call. They are further instructed to obtain the first name (or first and middle initials) of each person, twelve years old or older, in the home. Names are then entered on the front of the diaries and mailed to the home.

So that every home in the sample has a reasonable chance of being contacted, ARB interviewer procedure is to make at least five attempts to reach every family selected. These attempted calls are made at different hours during the day and evening. Interviewers are directed to make two more telephone contacts with the sample families after the placement call. The first call is made the day before the survey begins to determine if respondents have received their diaries, to remind respondents of the starting date of the survey, and to answer any questions respondents might have about keeping a diary. A second call is made several days later to maintain respondents' interest in the survey, to remind them to return their diaries, and to thank them for cooperating in the survey. In cases where sample homes are so remotely located that substantial toll charges are incurred, follow-up is made by letter rather than by telephone. Although explicit instructions are provided each interviewer, and independent checks are regularly conducted by interviewer coordinators and the ARB Field Staff Department, there may be instances where such instructions are not followed.

Diary Placement and Return—Minimum effective sample bases, expressed in terms of total persons, are established for both the total survey area and the metro survey area. From the most recent U. S. Census publications and Standard Rate and Data Service population estimates, the number of homes required to achieve each minimum effective sample base is determined by simply dividing population, in terms of persons, by total homes and applying this ratio to the sample. A number of homes in excess of the minimum requirement is selected to allow for those homes which would fail to participate in the survey.

The non-cooperation factor may have some effect on the overall measurement to the extent that listening habits of non-respondents differ from those of diary cooperators.

Effective Sample Base—Estimates of effective sample bases indicate the size of simple random samples (in which all diaries have equal value) that would be required to provide the same degree of precision as the sample actually used to produce the estimates in this report. The statistical reliability of these data depends on the effective sample bases and only indirectly on the number of diaries tabulated. The formula used by ARB to estimate effective sample bases takes into account the disproportionate sampling of metro areas, and differences in return rates among sampling units and among individual sex-age categories.

In using effective sample bases to determine statistical variation, the user should be aware that each base shown on page 4 is actually an underestimate of the true effective sample base. This is so because the true effective sample base for an audience estimate based on an average of several days (i.e., Monday-Friday average) is actually higher than the effective sample base for any given audience estimate of any given day. Rather than show separate effective sample bases for each audience estimate listed in this report, which is what would be required if the true effective sample bases were to be reported, a "conservative" estimate (an underestimate) of the true effective sample base is shown.

Computation of Results—Geographic area control is maintained for both sample placement and diary return by partitioning the survey area into sampling units and then sub-dividing the population of each sampling unit into five sex-age categories. The number of strata formed by this procedure equals five times the number of sampling units. In computing the results, the value of each diary returned from a stratum is calculated by arithmetically dividing the population of the stratum by the number of diaries returned from the stratum. With this value established for each diary, listening totals are estimated by adding the values of each diary in which listening is recorded to a particular station at a given time. Results are processed on electronic computers specially programmed for this report.

Only diaries with seven usable days for radio are processed. Not all diaries returned to ARB are used in tabulating the results. Among those not used are diaries which are obviously inaccurate or incomplete, or those which arrive after the cutoff date for production.

Station Information—Broadcast information, such as the time when the station was on and off the air, is requested from radio stations in the survey area. In the event a station does not supply this information, the requisite data is obtained from the current issue of "Spot Radio Rates and Data," which is published by Standard Rate and Data Service, Inc.

LIMITATIONS

Although ARB makes an extensive effort to obtain completely accurate diary records from respondents, it should be noted that some diary entries may have been made at a time other than when listening exposure occurred and, thus, may reflect an estimate of exposure by the diary-keeper. Because of such possible diary recording errors, plus the fact that human and computer processing errors (those errors which might occur from the time the diary is received at ARB headquarters until the time the report is printed) are always a possibility, the degree of statistical variance in the data could be greater than that expected from sampling variation errors alone, which are contained in all sampling procedures. However, the effects of these errors are not necessarily cumulative, and because of their random nature may partially cancel out in the end result.

U. S. Census and SRDS data are subject to defects and limitations such as sampling, processing and recording errors (other than diary recording error) similar to those contained in ARB's procedures. In addition, for years between decennial census dates, Census data are based upon a sample which is significantly smaller in most regions than that employed by ARB; and SRDS utilizes published government figures to estimate results for individual counties. These defects and limitations in Census and SRDS data are, of course, inherent in ARB estimates based thereon. Further details are available on request.

Certain low education groups, or persons with language and/or writing problems, may not be fully represented in the reported audience estimates due to the fact that usable diaries may not be obtained from them. Persons interested in these types of audience estimates should take this into consideration when using this report.

RESTRICTIONS

See copyright statement on Page 1. Further, it is requested that any station duplicating or publishing promotion material based on this information include the date of the survey quoted, and the time periods upon which the data is based. In addition, competing stations, programs or localities must be identified by some form of neutral code, such as Station "A", City "A", etc. When conclusive statements are made based on these data—for example, "top station in the market," etc.—such statements must be substantiated by a description of the evaluation procedures used which support the claim.



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