

**POPULATION ESTIMATES AND SAMPLE DISTRIBUTION  
BY SEX-AGE GROUP**

**DIARY PLACEMENT AND RETURN INFORMATION**

		Estimated Population	Estimated Population as Percent of Total Persons 12+	Percent of Unweighted In-Tab Sample	Percent of Weighted In-Tab Sample
<b>TOTAL SURVEY AREA</b>					
Men	18-24	155,600	6.5	3.0	6.5
Men	25-34	162,100	6.7	5.8	6.7
Men	35-49	231,600	9.6	8.7	9.6
Men	50-64	217,400	9.0	11.1	9.0
Men	65+	206,000	8.6	8.9	8.6
Women	18-24	158,000	6.6	4.4	6.6
Women	25-34	180,600	7.5	8.2	7.5
Women	35-49	255,700	10.6	11.7	10.6
Women	50-64	267,400	11.1	14.6	11.1
Women	65+	262,800	10.9	9.5	10.9
Teens	12-17	307,400	12.8	14.2	12.8
Total Persons	12+	2,404,600			
<b>METRO SURVEY AREA</b>					
Men	18-24	112,800	6.4	3.0	6.4
Men	25-34	118,000	6.7	5.4	6.7
Men	35-49	172,700	9.9	9.0	9.9
Men	50-64	160,300	9.1	11.2	9.1
Men	65+	141,100	8.1	8.2	8.1
Women	18-24	115,700	6.6	5.0	6.6
Women	25-34	134,800	7.7	7.8	7.7
Women	35-49	193,400	11.0	12.2	11.0
Women	50-64	196,300	11.2	14.0	11.2
Women	65+	185,600	10.6	9.2	10.6
Teens	12-17	221,800	12.7	15.2	12.7
Total Persons	12+	1,752,500			

Residential Listings in Designated Sample.....	1,795
Total Contacts (Homes in which telephone was answered).....	1,719
Homes in which Diaries Were Placed.....	1,308
Individuals Who Were Sent a Diary.....	3,036
Individuals Who Returned a Usable Diary (In-Tab).....	1,559

**TOTAL TABULATED DIARIES  
AND EFFECTIVE SAMPLE BASES**

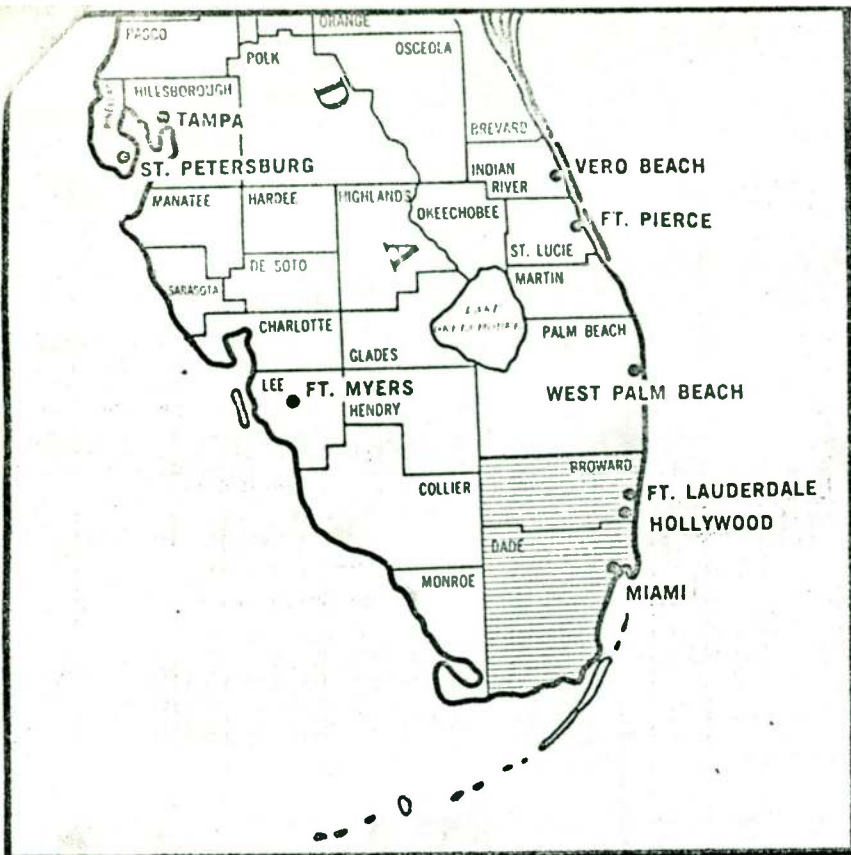
	Total Tabulated Diaries	Effective Sample Bases
Total Survey Area.....	1,559	1,297
Metro Survey Area.....	1,251	1,121

4. Population Estimates—Population estimates and sample distribution by sex-age groups are shown for this market's TSA and MSA. These population estimates are based upon 1970 U.S. Bureau of the Census estimates updated and projected to January 1, 1974 by Market Statistics, Inc., based on data from Sales Management's 1973 "Survey of Buying Power."

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

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

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## TABULATED DIARIES BY SAMPLING UNIT

### IN-TAB COUNTIES IN SAMPLING UNIT

(TR, PR) *	872	DADE, FL		
	379	BROWARD, FL		
	28	COLLIER, FL	HENDRY, FL	MONROE, FL
	61	CHARLOTTE, FL	LEE, FL	
	132	PALM BEACH, FL		
	39	GLADES, FL	INDIAN RIVER, FL	OKEECHOBEE, FL
	48	MARTIN, FL	ST LUCIE, FL	
	1559	TOTAL		
	207	TOTAL IN-TAB IN METRO "TR" AREA		
	183	TOTAL IN-TAB IN METRO "PR" AREA		

\*METRO SAMPLING UNIT

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

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

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



# CUME Listening Estimates

LAUDERDALE-HOLLYWOOD  
1973

MONDAY-FRIDAY  
6.00AM-10.00AM

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS—METRO SURVEY AREA															
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				TOTAL 18+ %	WOMEN				TOTAL 18+ %	TEENS 12-17 %		
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64			18-24	25-34
325		14	102	24	183		13	37	92	142		MAIA	325		14	102	24	183		13	37	92	142		MAIA	1.9		1.2	5.9	1.5	2.6		1.0	1.9	4.7	1.7	
75	26	31			57	18				18		WBUS	75	26	31			57	18				18		WBUS	.4	2.3	2.6			.8	1.6			.2		
382	68	15	29	13	135	111	46	28	51	236	11	WCMQ	382	68	15	29	13	135	111	46	28	51	236	11	WCMQ	2.2	6.0	1.3	1.7	.8	1.9	9.6	3.4	1.4	2.6	2.9	.5
845		86	151	118	424		78	115	146	367	54	WFAB	845		86	151	118	424		78	115	146	367	54	WFAB	4.8		7.3	8.7	7.4	6.0		5.8	5.9	7.4	4.4	2.4
1046	261	106	63	53	483	127	67	74	8	276	287	WFUN	1018	233	106	63	53	455	127	67	74	8	276	287	WFUN	5.8	20.7	9.0	3.6	3.3	6.5	11.8	5.8	3.8	.4	3.3	12.9
1596	63	184	218	241	741	63	178	192	256	842	13	WGBS	1404	63	91	169	216	636	63	145	153	256	755	13	WGBS	8.0	5.6	7.7	9.8	13.5	9.0	5.4	10.8	7.9	13.0	9.1	.6
591			116	11	199	58	89	60	77	352	40	WINZ	591			116	11	199	58	89	60	77	352	40	WINZ	3.4			6.7	.7	2.8	5.0	6.6	3.1	3.9	4.3	1.8
1901	24	77	237	230	867	52	68	100	250	958	76	WIOD	1693	24	77	188	230	761	52	68	100	241	856	76	WIOD	9.7	2.1	6.5	10.9	14.3	10.8	4.5	5.8	5.2	12.3	10.4	3.4
924		61	142	178	466		86	102	88	420	38	WKAT	924		61	142	178	466		86	102	88	420	38	WKAT	5.3		5.2	8.2	11.1	6.6		6.4	5.3	4.5	5.1	1.7
1391		93	138	153	515	28	117	224	299	835	41	WLYF	1316		93	138	153	501	28	117	192	270	774	41	WLYF	7.5		7.9	8.0	9.5	7.1	2.4	8.7	9.9	13.8	9.4	1.8
309		19	31	8	68	29	25	60	16	130	111	WMBM	309		19	31	8	68	29	25	60	16	130	111	WMBM	1.8		1.6	1.8	.5	1.0	2.5	1.9	3.1	.8	1.6	5.0
512	63	29			92	85	78	47		210	210	WHYQ	512	63	29			92	85	78	47		210	210	WHYQ	2.9	5.6	2.5			1.3	7.3	5.8	2.4		2.5	9.5
389	34	15	35	42	180	34	39	69	51	209		WOCN	389	34	15	35	42	180	34	39	69	51	209		WOCN	2.2	3.0	1.3	2.8	2.6	2.6	2.9	2.9	3.6	2.6	2.5	
104		15	18		33			38	24	71		WOCN FM	104		15	18		33			30	24	71		WOCN FM	.6		1.3	1.0		.5			1.6	1.2	.9	
2655	439	241	165	113	1006	370	253	244	62	957	692	WQAM	2252	347	228	116	113	852	324	253	190	62	857	543	WQAM	12.9	30.8	19.3	6.7	7.0	12.1	28.0	18.8	9.8	3.2	10.4	24.5
1176	34	60	186	151	551	48	75	207	177	625		WQBA	1161	34	60	186	151	551	48	75	207	162	610		WQBA	6.6	3.0	5.1	10.8	9.4	7.8	4.1	5.6	10.7	8.3	7.4	
207		47	16	27	104	18	19	25	11	90	13	WTMI	207		47	16	27	104	18	19	25	11	90	13	WTMI	1.2		4.0	.9	1.7	1.5	1.6	1.4	1.3	.6	1.1	.6
1373	37	56	225	275	674	18	103	205	212	674	25	WVCC	1373	37	56	225	275	674	18	103	205	212	674	25	WVCC	7.8	3.3	4.7	13.0	17.2	9.6	1.6	7.6	10.6	10.8	8.2	1.1
1053	124	107	101	128	491	52	138	124	155	562		WVOK	1023	124	107	101	120	491	52	108	124	155	532		WVOK	5.8	11.0	9.1	5.8	7.5	7.0	4.5	8.0	6.4	7.9	6.4	
240		46	49	22	132	18		44	46	188		WYOR	240		46	49	22	132	18		44	46	188		WYOR	1.4		3.9	2.8	1.4	1.9	1.6		2.3	2.3	1.3	
185			18	21	53			35	36	132		*WAVS	144			18	21	39			35	36	105		*WAVS	.8			1.8	1.3	.6			1.8	1.8	1.3	
396		115	34		149	53	122	18	13	223	24	WAXY	329		79	34		113	53	91	18	13	192	24	WAXY	1.9		6.7	2.0		1.6	4.6	6.8	.9	.7	2.3	1.1
157	26				26		34			34	97	WCKO	59	26				26			19		19	14	WCKO	.3	2.3				.4		1.4		.2	.6	
688	26	64	36	64	302		38	88	80	257	41	WFTL	600	26	64	36	64	302		38	88	80	257	41	WFTL	3.4	2.3	5.4	2.1	4.8	4.3		2.8	4.6	4.1	3.1	1.8
358		64	67	43	202	18	32	35	23	142	14	WGLO	309		64	18	43	153	18	32	35	23	142	14	WGLO	1.8		5.4	1.8	2.7	2.2	1.6	2.4	1.8	1.2	1.7	.6
517	51		124	48	265		38	78	82	224	28	WGMA	517	51		124	48	265		38	78	82	224	28	WGMA	3.0	4.5		7.2	3.0	3.8		2.8	3.6	4.2	2.7	1.3
1399	201	111	98	8	376	168	64	158	98	486	537	WHYI	1357	201	111	56	8	376	166	64	158	98	486	495	WHYI	7.7	17.8	9.4	3.2	.5	5.3	14.3	4.7	8.2	5.0	5.9	22.3
185				11	53		19	18	34	132		WL0D	144				11	39			19	18	34	105		WL0D	.8				.7	.6		1.4	.9	1.7	1.3
306	51			11	62	28	56	35	11	147	97	WRBD	264	51			11	62	28	56	35	11	147	55	WRBD	1.5	4.5			.7	.9	2.4	4.2	1.8	.6	1.8	2.5
972	339	94	16		449	199	27	18	55	299	224	WSHE	745	238	94	16		348	157	27	18	55	257	148	WSHE	4.3	21.1	8.0	.9		4.9	13.6	2.8	.9	2.8	3.1	6.3
579	153	64	18		235	188	56	18		262	82	WSRF	579	153	64	18		235	188	56	18		262	82	WSRF	3.3	13.6	5.4	1.0		3.3	16.2	4.2	.9		3.2	3.7
56					28				11	28		WVOG	42					14					11	28		WVOG	.2					.2			.6	.3	
TOTAL LISTENING IN METRO SURVEY AREA											14222	897	999	1447	1398	5755	1823	1144	1618	1714	6826	1641		81.2	79.5	84.7	83.8	87.2	81.6	88.4	84.9	83.7	87.3	82.7	74.8		

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





# AVERAGE QUARTER-HOUR Listening Estimates

MIAMI FT LAUDERDALE-HOLLYWOOD  
OCT/NOV 1973

MONDAY-FRIDAY  
3.00PM-7.00PM

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS												SHARES—METRO SURVEY AREA												
TOTAL PERS. 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TOTAL 18+ %	TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+			TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64			TOTAL 18+	TEENS 12-17	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %	TEENS 12-17 %				
88		3	18	4	37			16	28	51	WAIA	88		3	18	4	37			16	28	51	WAIA	2.7		1.4	4.8	1.5	2.7			3.9	7.1	3.3		
9		3			3	3	3			6	WBUS	9		3			3	3				6	WBUS	.3		1.4			.2	1.1	1.4		.4			
135	7	15	16	9	47	21	4	32	13	70	18 *WCMQ	135	7	15	16	9	47	21	4	32	13	70	18 *WCMQ	4.1	3.0	6.8	4.3	3.4	3.4	8.0	1.8	7.7	3.3	4.5	5.2	
187		5	31	8	68	2	12	41	40	111	8 WFAB	187		5	31	8	68	2	12	41	40	111	8 WFAB	5.7		2.3	8.3	3.0	5.0	.8	5.5	9.9	10.1	7.1	2.3	
103	26	14	5	2	47	9	4	6	4	23	33 WFUN	95	18	14	5	2	39	9	4	6	4	23	33 WFUN	2.9	7.8	6.3	1.3	.8	2.8	3.4	1.8	1.4	1.0	1.5	9.6	
133	12	15	10	21	68	12	13	16	13	64	1 WGBS	131	12	15	10	21	67	12	12	16	13	63	1 WGBS	4.0	5.2	6.8	2.7	8.0	4.9	4.6	5.5	3.9	3.3	4.1	.3	
64	2	3	16	2	36	9	10	5	3	30	WIMZ	63	2	3	16	2	34	9	10	5	3	29	WIMZ	1.9	.9	1.4	4.3	.8	2.5	3.4	4.6	1.2	.8	1.9		
191	1	5	18	13	68	2	18	5	22	122	1 WIOD	145	1	5	9	13	57	2	9	5	22	87	1 WIOD	4.4	.6	2.8	2.4	4.9	4.2	.8	4.1	1.2	5.5	5.6	.3	
176		28	29	23	83		19	22	21	92	1 WKAT	176		28	29	23	83		19	22	21	92	1 WKAT	5.4		9.0	7.8	8.7	6.1		8.7	8.3	8.3	8.9	.3	
287		12	38	22	111	8	16	43	72	172	4 WLYF	283		12	38	22	111	8	16	48	71	168	4 WLYF	8.7		5.4	8.8	8.4	8.1	3.1	7.3	9.7	17.9	18.8	1.2	
45		2	1	2	5	3	4	13		20	20 WMBH	45		2	1	2	5	3	4	13		20	20 WMBH	1.4		.9	.3	.8	.4	1.1	1.8	3.1		1.3	5.8	
74	4	4	2		10	25	8	5		38	26 WMYQ	74	4	4	2		10	25	8	5		38	26 WMYQ	2.3	1.7	1.8	.5		.7	9.5	3.7	1.2		2.4	7.6	
121	22	3	7	16	56	13	8	7	21	58	7 WOCN	121	22	3	7	16	56	13	8	7	21	58	7 WOCN	3.7	9.5	1.4	1.9	6.1	4.1	5.0	3.7	1.7	5.3	3.7	2.8	
18		2		2	6			2	1	12	WOCN FM	18		2		2	6			2	1	12	WOCN FM	.6		.9		.8	.4		.5	.3		.8		
220	39	23	9	2	73	25	38	21	6	84	63 WQAH	184	33	17	9	2	61	22	28	11	6	69	54 WQAH	5.6	14.3	7.7	2.4	.8	4.5	8.4	12.8	2.7	1.5	4.4	15.7	
253		6	45	7	113	13	9	61	26	138	2 WQBA	251		6	45	7	113	13	9	61	24	136	2 WQBA	7.7		2.7	12.0	2.7	8.2	5.8	4.1	14.7	6.8	8.8	.6	
23		1	1	18	13		3	4	1	10	WTHI	23		1	1	10	13		3	4	1	10	WTHI	.7		.5	.3	3.8	.9		1.4	1.0	.3	.6		
180	2	15	18	38	78		6	43	26	102	WVCC	177	2	15	18	38	78		6	40	26	99	WVCC	5.4	.9	6.8	4.8	14.4	5.7		2.7	9.7	6.5	6.4		
146	3	27	18	12	69	13	21	28	11	77	WVOK	138	3	27	18	12	69	13	13	28	11	69	WVOK	4.2	1.3	12.2	4.8	4.6	5.0	5.0	5.9	6.8	2.8	4.4		
63		18	16	8	37	9		4	13	26	WYDR	63		18	16	8	37	9		4	13	26	WYDR	1.9		4.5	4.3	3.0	2.7	3.4		1.8	3.3	1.7		
25			11	5	18				4	7	*WAVS	23			11	5	16				4	7	*WAVS	.7			2.9	1.9	1.2				1.8	.5		
52	9	6	4		19	17	10		5	32	1 WAXY	47	9	6	4		19	17	5		5	27	1 WAXY	1.4	3.9	2.7	1.1		1.4	6.5	2.3		1.3	1.7	.3	
39	6			6	2	15	1			18	15 WCKO	15	6			6	2			1		3	6 WCKO	.5	2.6				.4	.8		.2		1.7		
48			26	3	34		3		6	14	WFTL	48			26	3	34		3		6	14	WFTL	1.5			7.8	1.1	2.5		1.4		1.5	.9		
20			1	7	9		18			10	1 WGLO	20			1	7	9		18			10	1 WGLO	.6			.3	2.7	.7		4.6		.6	.3		
63	2	3	11	5	22	4	1	18	7	38	11 WGMA	63	2	3	11	5	22	4	1	18	7	38	11 WGMA	1.9	.9	1.4	2.9	1.9	1.6	1.5	.5	4.3	1.8	1.9	3.2	
174	18	18	7	1	36	11	8	19	4	42	96 WMYI	151	18	18	7	1	36	11	8	18	4	41	74 WMYI	4.6	7.8	4.5	1.9	.4	2.6	4.2	3.7	4.8	1.8	2.6	21.6	
30				17	26		2			4	*WLOD	28				17	26			2		2	*WLOD	.9				6.5	1.9		.9		.1			
81	26			2	28	9	6	8	2	28	25 *WRBD	69	26			2	28	9	6	8	2	28	13 *WRBD	2.1	11.3			.8	2.8	3.4	2.7	1.9	.5	1.8	3.8	
159	64	12	1		77	28	1		10	39	43 WSHE	150	55	12	1		68	28	1		10	39	43 WSHE	4.6	23.8	5.4	.3		5.8	10.7	.5		2.5	2.5	12.5	
46	11	1			12	28	4		1	25	9 WSRF	46	11	1			12	28	4		1	25	9 WSRF	1.4	4.8	.5			.9	7.6	1.8		.3	1.6	2.6	
48				1	17					18	31 WMOG	28				1	10					18	18 WMOG	.9				.4	.7				2.5	1.2		

# CUME Listening Estimates

MONDAY-FRIDAY  
3.00PM-7.00PM

MI FT LAUDERDALE-HOLLYWOOD  
27/NOV 1973

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																															
TOTAL PERS. 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TOTAL PERS. 12+ %	TEENS 12-17 %																			
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+			TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64			TOTAL 18+	TEENS 12-17	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %	18-24 %	25-34 %	35-49 %			50-64 %	TOTAL 18+ %	TEENS 12-17 %																
376		14	104	54	186				67	74	190		376		14	104	54	186				67	74	190		WAIA	376		14	104	54	186				67	74	190		WAIA	2.1		1.2	6.0	3.4	2.6				3.5	3.0	2.3			
65		15			15	18	19				37	13	65		15			15	18	19				37	13	65		WBUS	65		15			15	18	19				37	13	65		WBUS	.4		1.3			.2	1.6	1.4		.4	.6
395	34	53	60	13	160	93	8	48	31	180	55	*WCMQ	395	34	53	60	13	160	93	8	48	31	180	55	*WCMQ	395	34	53	60	13	160	93	8	48	31	180	55	*WCMQ	2.3	3.0	4.5	3.5	.8	2.3	8.0	.6	2.5	1.6	2.2	2.5					
679		28	163	57	314	16	36	103	98	310	55	WFAB	679		28	163	57	314	16	36	103	98	310	55	WFAB	679		28	163	57	314	16	36	103	98	310	55	WFAB	3.9		2.4	9.4	3.6	4.5	1.4	2.7	5.3	5.0	3.8	2.5					
1024	224	122	58	27	423	116	59	44	13	232	369	WFUN	995	195	122	58	27	394	116	59	44	13	232	369	WFUN	995	195	122	58	27	394	116	59	44	13	232	369	WFUN	3.7	17.3	10.3	2.9	1.7	5.6	10.0	4.4	2.3	.7	2.8	16.6					
1228	37	91	153	155	565	98	115	159	136	638	25	WGBS	1183	37	91	153	155	550	98	100	159	121	608	25	WGBS	1183	37	91	153	155	550	98	100	159	121	608	25	WGBS	6.8	3.3	7.7	8.9	9.7	7.8	8.5	7.4	8.2	6.2	7.4	1.1					
533	51	62	139	11	320	47	46	47	8	199	14	WINZ	510	51	62	139	11	320	47	46	47	8	176	14	WINZ	510	51	62	139	11	320	47	46	47	8	176	14	WINZ	2.9	4.5	5.3	8.0	.7	4.5	4.1	3.4	2.4	.4	2.1	.6					
1402	61	61	193	122	624	18	141	83	153	742	36	WIOD	1214	61	61	144	122	532	18	125	83	138	646	36	WIOD	1214	61	61	144	122	532	18	125	83	138	646	36	WIOD	6.9	5.4	5.2	8.3	7.6	7.5	1.6	9.3	4.3	7.0	7.8	1.6					
834		107	127	111	430		79	72	126	391	13	WKAT	834		107	127	111	430		79	72	126	391	13	WKAT	834		107	127	111	430		79	72	126	391	13	WKAT	4.8		9.1	7.4	6.9	6.1		5.9	3.7	8.4	4.7	.6					
1576		62	173	182	593	57	83	293	311	929	54	WLYF	1499		62	173	182	593	57	83	230	297	852	54	WLYF	1499		62	173	182	593	57	83	230	297	852	54	WLYF	8.6		5.3	10.0	11.4	8.4	4.9	6.2	11.9	15.1	10.3	2.4					
255		19	18	8	47	29	8	44	8	89	119	WHBM	255		19	18	8	47	29	8	44	8	89	119	WHBM	255		19	18	8	47	29	8	44	8	89	119	WHBM	1.5		1.6	.6	.5	.7	2.5	.6	2.3	.4	1.1	5.4					
621	59	29	18		106	103	64	25	8	288	315	WHYQ	621	59	29	18		106	103	64	25	8	288	315	WHYQ	621	59	29	18		106	103	64	25	8	288	315	WHYQ	3.5	5.2	2.5	1.0		1.5	8.9	4.7	1.3	.4	2.4	14.2					
506	68	57	63	47	264	34	38	51	67	223	19	WOCN	506	68	57	63	47	264	34	38	51	67	223	19	WOCN	506	68	57	63	47	264	34	38	51	67	223	19	WOCN	2.9	6.0	4.8	3.6	2.9	3.7	2.9	2.8	2.6	3.4	2.7	.9					
159		15		46	76			25	24	83		WOCN FM	159		15		46	76			25	24	83		WOCN FM	159		15		46	76			25	24	83		WOCN FM	.9		1.3		2.9	1.1		1.3	1.2	1.0							
2305	446	277	81	41	845	328	255	192	53	856	604	WQAM	1903	325	233	81	41	680	239	242	154	53	716	507	WQAM	1903	325	233	81	41	680	239	242	154	53	716	507	WQAM	10.9	28.8	19.7	4.7	2.6	9.6	20.7	18.8	8.0	2.7	8.7	22.9					
788		45	179	20	350	34	34	152	128	407	31	WQBA	774		45	179	20	350	34	34	152	114	393	31	WQBA	774		45	179	20	350	34	34	152	114	393	31	WQBA	4.4		3.8	10.4	1.2	5.0	2.9	2.5	7.9	5.8	4.8	1.4					
273		32	16	48	124	18	19	50	11	149		WTMI	273		32	16	48	124	18	19	50	11	149		WTMI	273		32	16	48	124	18	19	50	11	149		WTMI	1.6		2.7	.9	3.0	1.8	1.6	1.4	2.6	.6	1.8						
1212	37	71	192	179	544	18	68	386	176	668		WVCG	1173	37	71	192	179	544	18	68	267	176	629		WVCG	1173	37	71	192	179	544	18	68	267	176	629		WVCG	6.7	3.3	6.0	11.1	11.2	7.7	1.6	5.0	13.8	9.0	7.6						
950	61	139	119	91	454	98	125	119	109	483	13	WWOK	919	61	139	119	91	454	98	94	119	109	452	13	WWOK	919	61	139	119	91	454	98	94	119	109	452	13	WWOK	5.2	5.4	11.8	6.9	5.7	6.4	8.5	7.8	6.2	5.6	5.5	.6					
235		48	32	35	122	18		36	59	113		WYOR	235		48	32	35	122	18		36	59	113		WYOR	235		48	32	35	122	18		36	59	113		WYOR	1.3		3.4	1.9	2.2	1.7	1.6		1.9	3.8	1.4						
133				18	21	53			46	88		*WAVS	119				18	21	39			46	88		*WAVS	119				18	21	39			46	88		*WAVS	.7			1.0	1.3	.6			2.3	1.0							
396	61	113	36		218	99	68		11	178	8	WAXY	348	61	95	36		192	99	38		11	148	8	WAXY	348	61	95	36		192	99	38		11	148	8	WAXY	2.8	5.4	8.1	2.1		2.7	8.6	2.8		.6	1.8	.4					
162	26				26	18	15	18		51	85	WCKO	186	26				26	18		18		36	44	WCKO	186	26				26	18		18		36	44	WCKO	.6	2.3				.4	1.6		.9	.4	2.0						
296			72	53	153		38		57	129	14	WFTL	296			72	53	153		38		57	129	14	WFTL	296			72	53	153		38		57	129	14	WFTL	1.7			4.2	3.3	2.2		2.8		2.9	1.6	.6					
133			28	53	95		13		11	24	14	WGLO	133			28	53	95		13		11	24	14	WGLO	133			28	53	95		13		11	24	14	WGLO	.8			1.6	3.3	1.3		1.0		.6	.3	.6					
482	26	32	124	45	241	28	19	105	34	186	55	WGHA	482	26	32	124	45	241	28	19	105	34	186	55	WGHA	482	26	32	124	45	241	28	19	105	34	186	55	WGHA	2.8	2.3	2.7	7.2	2.8	3.4	2.4	1.4	5.4	1.7	2.3	2.5					
1568	201	97	49	19	366	125	124	159	56	464	738	WHYI	1410	201	97	49	19	348	125	124	143	56	448	614	WHYI	1410	201	97	49	19	348	125	124	143	56	448	614	WHYI	8.0	17.8	6.7	2.8	1.2	4.9	18.8	9.2	7.4	2.9	5.4	27.7					
156				53	109		19			47		*WLDD	114				53	95		19		19		19		*WLDD	114				53	95		19		19		19		*WLDD	.7				3.3	1.3		1.4		.2					
291	26			11	37	28	38	35	11	129	125	*WRBD	207	26			11	37	28	38	35	11	129	41	*WRBD	207	26			11	37	28	38	35	11	129	41	*WRBD	1.2	2.3			.7	.5	2.4	2.8	1.8	.6	1.6	1.8					
986	484	62	32		498	199	13	18	23	253	235	WSHE	885	303	62	32		397	199	13	18	23	253	235	WSHE	885	303	62	32		397	199	13	18	23	253	235	WSHE	5.8	26.9	5.3	1.9		5.6	17.2	1.8	.9	1.2	3.1	10.6					
538	153	32			185	183	56	18	11	188	165	WSRF	538	153	32			185	183	56	18	11	188	165	WSRF	538	153	32			185	183	56	18	11	188	165	WSRF	3.1	13.6	2.7			2.6	8.9	4.2	.9	.6	2.3	7.4					
198				11	67		19		34	131		WROG	157				11	53		19		34	104		WROG	157				11	53		19																						



# AVERAGE QUARTER-HOUR Listening Estimates

MONDAY-FRIDAY  
7.00PM-MIDNIGHT

MIAMI FT LAUDERDALE-HOLLYWOOD  
OCT/NOV 1973

AVERAGE PERSONS - TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS - METRO SURVEY AREA, IN HUNDREDS												SHARES - METRO SURVEY AREA													
TOTAL PERS 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TOTAL PERS 12+	MEN					WOMEN								
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+			TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17	18-24	25-34	35-49		50-64	TOTAL 18+	TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17					
37		3	5	2	18		1	4	14	19		WAIA	37		3	5	2	18		1	4	14	19		WAIA	2.3		4.0	3.0	1.8	2.6		1.6	2.8	9.5	2.7	
19		5			5	8	5			13	1	WBUS	19		5			5	8	5			13	1	WBUS	1.2		6.7			.7	7.4	7.8		1.9	.5	
117		3	17	8	42		5	36	22	71	4	WFAB	117		3	17	8	42		5	36	22	71	4	WFAB	7.3		4.0	10.1	7.0	6.1		7.8	24.8	15.0	10.3	1.8
31	9	1	1		11	3	2			5	15	WFUN	31	9	1	1		11	3	2			5	15	WFUN	1.9	6.3	1.3	.6		1.6	2.8	3.1		.7	6.8	
86	1	11	16	16	49	1	3	7	9	33	4	WGBS	86	1	11	16	16	49	1	3	7	9	33	4	WGBS	5.3	.7	14.7	9.5	14.0	7.1	.9	4.7	4.8	5.4	4.6	1.8
45	2		3	6	24	1	4		4	20	1	WINZ	45	2		3	6	24	1	4		4	20	1	WINZ	2.8	1.4		1.8	5.3	3.5	.9	6.3		2.7	2.9	.5
250		3	5	23	71		1	8	37	177	2	WIOD	205		3	5	22	68		1	8	36	135	2	WIOD	12.8		4.0	3.0	19.3	9.9		1.6	5.5	24.5	19.5	.9
56		8	7	1	28		2	7	3	28		WKAT	56		8	7	1	28		2	7	3	28		WKAT	3.5		10.7	4.1	.9	4.1		3.1	4.8	2.0	4.1	
126		2	14	7	56	10	6	14	20	67	3	WLYF	126		2	14	7	56	10	6	14	20	67	3	WLYF	7.9		2.7	8.3	6.1	8.2	9.3	9.4	9.7	13.6	9.7	1.4
17		2			5	1	4	1		6	6	WMBM	17		2			5	1	4	1		6	6	WMBM	1.1		2.7		1.8	.7	.9	6.3	.7		.9	2.7
34	6	4			10	1	2	3		6	18	WMYQ	34	6	4			10	1	2	3		6	18	WMYQ	2.1	4.2	5.3			1.5	.9	3.1	2.1		.9	8.1
27		1	9	2	12	5	2	2	6	15		WOCN	27		1	9	2	12	5	2	2	6	15		WOCN	1.7		1.3	5.3	1.8	1.7	4.6	3.1	1.4	4.1	2.2	
3			1	1	2				1	1		WOCN FM	3				1	1				1	1		WOCN FM	.2			.6	.9	.3			.7		.1	
70	10	1			11	13	1	3	1	20	39	WQAM	67	10	1			11	11	1	3	1	18	38	WQAM	4.2	7.0	1.3			1.6	10.2	1.6	2.1	.7	2.6	17.2
118	1	4	27		63	1	1	24	4	54	1	WQBA	118	1	4	27		63	1	1	24	4	54	1	WQBA	7.4	.7	5.3	16.0		9.2	.9	1.6	16.6	2.7	7.8	.5
19		2	3	4	10	1	1	3		9		WTHI	19		2	3	4	10	1	1	3		9		WTHI	1.2		2.7	1.8	3.5	1.5	.9	1.6	2.1		1.3	
56		2	4	23	32		1	4	3	23	1	WVCG	56		2	4	23	32		1	4	3	23	1	WVCG	3.5		2.7	2.4	20.2	4.7		1.6	2.8	2.0	3.3	.5
62		7	6	3	24	10	3	7	2	38		WVOK	62		7	6	3	24	10	3	7	2	38		WVOK	3.9		9.3	3.6	2.6	3.5	9.3	4.7	4.8	1.4	5.5	
24		5	9	3	17			5	2	7		WYOR	24		5	9	3	17				5	2	7		WYOR	1.5		6.7	5.3	2.6	2.5		3.4	1.4	1.0	
30	6	3	3	1	13	9	6		2	17		WAXY	26	6	1	3	1	11	9	4		2	15		WAXY	1.6	4.2	1.3	1.8	.9	1.6	8.3	6.3		1.4	2.2	
37	13				13		10	1		11	13	WCKO	23	13				13		1	1		2	8	WCKO	1.4	9.2				1.9		1.6	.7		.3	3.8
22			7	1	8		2	3	2	13	1	WFTL	22			7	1	8		2	3	2	13	1	WFTL	1.4			4.1	.9	1.2		3.1	2.1	1.4	1.9	.5
3				1	1				2	2		WGLO	3				1	1					2		WGLO	.2				.9	.1			1.4		.3	
15		1	2	1	5	1	1		4	6	4	WGMA	15		1	2	1	5	1	1		4	6	4	WGMA	.9		1.3	1.2	.9	.7	.9	1.6		2.7	.9	1.1
125	20	5	1		26	3	7	3		13	86	WHYI	101	20	3	1		24	3	7	3		13	64	WHYI	6.3	14.1	4.0	.6		3.5	2.8	10.9	2.1		1.9	29.1
130	54	5	5		64	32	1			33	33	WSHE	121	45	5	5		55	32	1			33	33	WSHE	7.6	31.7	6.7	3.0		8.0	29.6	1.6		4.8	14.1	
37	24				24	7	1			8	5	WSRF	37	24				24	7	1			8	5	WSRF	2.3	16.9				3.5	6.5	1.6		1.2	2.0	
4				1	2				1	2		WVOC	4				1	2					1	2		WVOC	.3				.9	.3			.7		.3

TOTAL LISTENING IN METRO SURVEY AREA 1598 142 75 169 114 686 108 64 145 147 691 221

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

# CUME Listening Estimates

MONDAY-FRIDAY  
7.00PM-MIDNIGHT

41 FT LAUDERDALE-HOLLYWOOD  
11/17/1973

CUME PERSONS - TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS - METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS - METRO SURVEY AREA											
TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				TOTAL 18+ %	TEENS 12-17 %													
	18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64			18-24 %	25-34 %	35-49 %	50-64 %									
224		14	68	11	107		224		14	68	11	107		224	1.3		1.2	3.9	.7	1.5		1.0	2.2	3.2	1.4										
156		78			93	18	156		78			93	18	156	.9		6.6			1.3	1.0	1.4		.7	.6	.6									
591		57	103	57	283		591		57	103	57	283		591	3.4		4.8	6.0	3.6	4.0		3.3	5.9	4.2	3.4	1.1									
581	170	15	34		219	47	581	170	15	34		219	47	581	3.3	15.1	1.3	2.0		3.1	4.1	2.9			1.0	12.4									
761	75	46	115	95	432	52	761	75	46	115	95	403	52	761	4.1	6.6	3.9	6.7	5.9	5.7	4.5	3.4	2.2	4.7	3.6	.6									
408	26	31	61	37	223	18	408	26	31	61	37	223	18	408	2.3	2.3	2.6	3.5	2.3	3.2	1.6	3.4	1.6	1.5	2.1	.5									
1534	37	46	109	214	679	27	1534	37	46	109	189	612	27	1534	7.6	3.3	3.9	6.3	11.8	8.7															
421		61	88	13	225		421		61	88	13	225		421	2.4		5.2	3.9	.8	3.2		1.9	2.2	2.6	2.4										
962		29	138	77	391	73	962		29	138	77	391	73	962	5.5		2.5	8.0	4.8	5.5	6.3	6.2	8.1	5.7	6.6	1.3									
194	24	10		8	52	29	194	24	10		8	52	29	194	1.1	2.1	.8		.5	.7	2.5	1.9	.8	.4	.9	2.9									
440	63	15			78	18	440	63	15			78	18	440	2.5	5.6	1.3			1.1	1.6	1.4	.9		.7	13.8									
175		29	57	12	98	18	175		29	57	12	98	18	175	1.0		2.5	3.3	.7	1.4	1.6	2.0	1.0			.9									
62			15	22	37		62			15	22	37		62	.4			.9	1.4	.5					1.3	.3									
1148	233	25	16		274	222	1148	233	25	16		274	179	1148	6.2	20.7	2.1	.9		3.9	15.5	2.8	3.8	.7	3.9	21.6									
577	34	68	116		292	32	577	34	68	116		292	32	577	3.3	3.0	5.1	6.7		4.1	2.8	.9	5.4	3.8	3.2	.9									
252		15	32	37	99	18	252		15	32	37	99	18	252	1.4		1.3	1.9	2.3	1.4	1.6	1.4	1.9	.6	1.9										
497		40	111	99	264		497		40	111	99	264		497	2.8		3.4	6.4	6.2	3.7		3.8	4.5	3.0	2.7	.6									
555		93	78	51	254	53	555		93	78	51	254	53	555	3.2		7.9	4.1	3.2	3.6	4.6	3.4	4.8	1.0	3.5	.6									
209		31	32	35	113		209		31	32	35	113		209	1.2		2.6	1.9	2.2	1.6		3.0	1.9	1.2											
363	61	67	52	13	193	53	363	61	67	52	13	157	53	363	1.8	5.4	2.6	3.0	.8	2.2	4.6	5.8		1.2	1.9										
199	51				51	53	199	51				51	38	199	.8	4.5				.7		2.8	.9		.7	1.6									
243			36	21	86	19	243			36	21	86	19	243	1.4			2.1	1.3	1.2		1.4	2.7	1.2	1.6	1.3									
98			18	32	58	19	98			18	32	58	19	98	.6				1.0	2.8	.7	1.4	.9	.6	.6										
295		32	78	11	141	28	295		32	78	11	141	28	295	1.7		2.7	4.1	.7	2.0	2.4	1.4	.9	1.7	1.2	2.5									
1054	114	49	20	11	194	50	1054	114	49	20	11	178	55	1054	5.2	18.1	2.6	1.2	.7	2.5	4.3	4.4	2.4	.6	2.2	25.1									
922	412	47	16		475	192	922	412	47	16		374	192	922	4.7	27.6	4.0	.9		5.3	16.6	1.0			2.5	10.9									
402	128				128	114	402	128				128	114	402	2.3	11.3				1.8	9.9	1.4	.9		1.8	5.5									
53				11	25		53				11	25		53	.3				.7	.4				.6	.3										
TOTAL LISTENING IN METRO SURVEY AREA							9246	776	498	886	731	3650	775	594	911	831	4067	1529	52.8	68.8	42.2	51.3	45.6	51.8	67.0	44.1	47.1	42.3	49.2	68.9					

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

# AVERAGE QUARTER-HOUR Listening Estimates

MIAMI FT LAUDERDALE-HOLLYWOOD  
OCT/NOV 1973

MONDAY-FRIDAY  
6:00AM-10:00AM • 3:00PM-7:00PM

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS												SHARES—METRO SURVEY AREA											
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				TOTAL 18+ %	TEENS 12-17 %								
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64			18-24	25-34	35-49	50-64				
76		3	19	2	38		1	18	24	38	WAIA	76		3	19	2	38		1	18	24	38	WAIA	2.1		1.2	4.9	.6	2.5		.4	2.1	4.7	2.1	
8		4			4	2	2			4	WBUS	8		4			4	2	2			4	WBUS	.2		1.6			.3	.7	.7		.2		
102	11	7	18	8	36	28	7	19	11	57	*WCMQ	102	11	7	18	8	36	20	7	19	11	57	*WCMQ	2.8	4.7	2.8	2.6	2.3	2.4	7.4	2.6	4.0	2.1	3.1	3.1
238		13	39	20	98	1	13	57	58	134	WFAB	238		13	39	20	98	1	13	57	58	134	WFAB	6.5		5.1	10.2	5.8	6.5	.4	4.9	11.9	9.7	7.3	2.1
102	34	14	5	2	55	9	4	5	2	20	WFUN	90	22	14	5	2	43	9	4	5	2	20	WFUN	2.5	9.3	5.5	1.3	.6	2.8	3.3	1.5	1.0	.4	1.1	9.3
245	12	18	19	36	103	13	16	29	51	141	WGBS	236	12	17	16	35	98	13	13	29	51	137	WGBS	6.5	5.1	6.7	4.2	10.2	6.5	4.8	4.9	6.0	9.9	7.4	.3
82	1	1	28	2	36	18	16	6	9	45	WINZ	82	1	1	20	2	36	10	16	6	9	45	WINZ	2.2	.4	.4	5.2	.6	2.4	3.7	6.0	1.2	1.7	2.4	.3
252	1	5	17	33	89	3	12	18	45	159	WIOD	208	1	5	10	33	88	3	12	18	44	124	WIOD	5.7	.4	2.8	2.6	9.6	5.3	1.1	4.5	2.1	8.5	6.7	1.4
191		17	28	35	94		24	22	20	95	WKAT	191		17	28	35	94		24	22	20	95	WKAT	5.2		6.7	7.3	10.2	6.2		9.0	4.6	3.9	5.1	.7
266		15	24	22	95	7	28	41	62	167	WLYF	261		15	24	22	95	7	28	38	68	162	WLYF	7.2		5.9	6.3	6.4	6.3	2.6	7.5	7.9	11.6	8.8	1.4
58		4	3	4	11	2	4	14	3	23	WMBM	50		4	3	4	11	2	4	14	3	23	WMBM	1.4		1.6	.8	1.2	.7	.7	1.5	2.9	.6	1.2	5.5
63	3	5	1		9	17	8	8		33	WMYQ	63	3	5	1		9	17	8	8		33	WMYQ	1.7	1.3	2.0	.3		.6	6.3	3.8	1.7		1.8	7.2
91	18	2	8	15	46	18	5	7	15	42	WOCN	91	18	2	5	15	46	10	5	7	15	42	WOCN	2.5	7.6	.8	1.3	4.4	3.8	3.7	1.9	1.5	2.9	2.3	1.0
18		2	2	1	6			3	2	12	WOCN FM	18		2	2	1	6				3	12	WOCN FM	.5		.8	.5	.3	.4		.6	.4	.6		
276	48	26	18	5	94	37	44	28	13	124	WQAM	239	39	23	10	5	82	34	42	17	13	108	WQAM	6.6	16.5	9.1	2.6	1.5	5.4	12.5	15.7	3.5	2.5	5.8	16.8
338	3	18	55	21	145	9	15	72	47	184	WQBA	327	3	18	55	21	145	9	15	72	44	181	WQBA	9.0	1.3	4.0	14.3	6.1	9.6	3.3	5.6	15.8	8.5	9.8	.3
22		2	2	8	13		3	3	2	9	WTMI	22		2	2	8	13		3	3	2	9	WTMI	.6		.8	.5	2.3	.9		1.1	.6	.4	.5	
213	6	15	23	58	99	2	9	38	29	113	WVCG	212	6	15	23	58	99	2	9	37	29	112	WVCG	5.8	2.5	5.9	6.0	14.6	6.6	.7	3.4	7.7	5.6	6.1	.3
166	8	38	13	17	75	14	22	28	21	91	WVOK	158	8	38	13	17	75	14	14	28	21	83	WVOK	4.3	3.4	11.9	3.4	5.0	5.0	5.1	5.2	5.8	4.1	4.5	
57		8	13	7	33	7		6	11	24	WYOR	57		8	13	7	33	7		6	11	24	WYOR	1.6		3.2	3.4	2.8	2.2	2.6		1.2	2.1	1.3	
30			.6	3	18			11	6	20	*WAVS	29			6	3	9			11	6	20	*WAVS	.8			1.6	.9	.6			2.3	1.2	1.1	
51	4	18	5		19	12	12	3	3	31	WAXY	44	4	8	5		17	12	7	3	3	26	WAXY	1.2	1.7	3.2	1.3		1.1	4.4	2.6	.6	.6	1.4	.3
39	7				7	1	15	1		17	WCKO	15	7				7	1	2	1		4	WCKO	.4	3.8				.5	.4	.7	.2	.2	1.4	
75		3	16	6	42		3	7	11	31	WFTL	75		3	16	6	42		3	7	11	31	WFTL	2.1		1.2	4.2	1.7	2.8		1.1	1.5	2.1	1.7	.7
40		3	2	18	19	1	8	1	5	20	WGLO	39		3	1	10	18	1	8	1	5	20	WGLO	1.1		1.2	.3	2.9	1.2	.4	3.0	.2	1.8	1.1	.3
72	3	2	28	5	32	2	2	17	9	31	WGNA	72	3	2	20	5	32	2	2	17	9	31	WGNA	2.8	1.3	.8	5.2	1.5	2.1	.7	.7	3.5	1.7	1.7	3.1
182	15	17	6	1	39	17	11	24	14	66	WHYI	170	15	17	6	1	39	17	11	24	14	66	WHYI	4.7	6.4	6.7	1.6	.3	2.6	6.3	4.1	5.8	2.7	3.6	22.3
29				7	14		1	2	5	15	*WLOO	23				7	14		1	2	5	9	*WLOO	.6				2.0	.9		.4	.4	1.8	.5	
81	23			2	25	13	6	13	3	39	*WRBO	75	23			2	25	13	6	13	3	39	*WRBO	2.1	9.7			.6	1.7	4.8	2.2	2.7	.6	2.1	3.8
148	58	18	1		69	35	3		9	47	WSHE	135	49	18	1		60	32	3		9	44	WSHE	3.7	20.8	4.8	.3		4.0	11.8	1.1		1.7	2.4	10.7
49	18	3			13	23	3		1	27	WSRF	49	18	3			13	23	3		1	27	WSRF	1.3	4.2	1.2			.9	8.5	1.1		.2	1.5	3.1
27				1	18			6	17		WMOG	16				1	6				6	18	WMOG	.4				.3	.4			1.2	.5		

TOTAL LISTENING IN METRO SURVEY AREA 3648 236 253 384 343 1509 272 267 481 516 1848 291

