

The Pulse, Inc.

MIAMI, FLORIDA

RADIO STATION AREA

TOTAL AUDIENCE ESTIMATES

IN-HOME & OUT-OF-HOME

OCTOBER-DECEMBER, 1973*

Survey Conducted During:

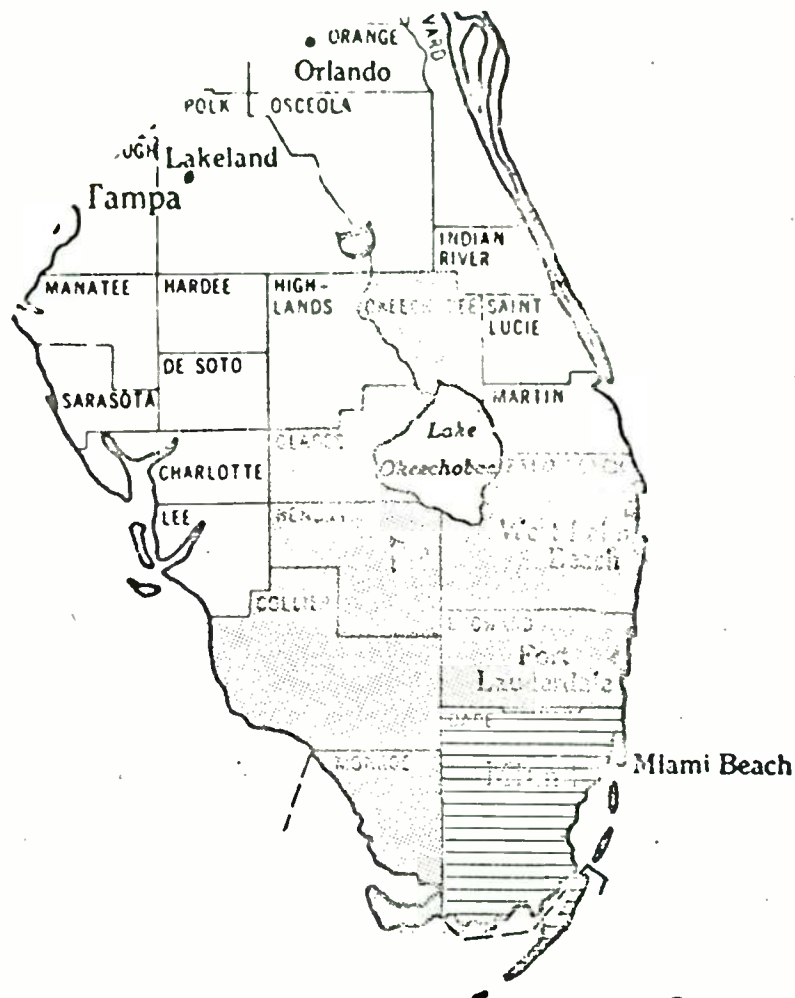
October 1 - December 30, 1973

If necessary interviewing may have been extended beyond the last date shown above to complete the sample.

REPORT ISSUED:

February 28, 1974

*MIAMI, FLORIDA
RADIO STATION AREA



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SELECTION OF THE SAMPLE

This study covers the Miami, Florida Radio Station Area. Interviewing was distributed to approximate the population 6 Years Of Age & Over in the following counties:

<u>Radio Station Area</u>	<u>Total Persons*</u>	<u>Persons Interviewed**</u>
<u>Central Zone</u>	<u>6 Years Of Age & Over</u>	<u>6 Years Of Age & Over</u>
Dade	1,270,000	2,201
<u>Outer Radio Station Area Counties</u>		
Broward	645,400	591
Collier, Monroe & Hendry	104,000	24
Glades	3,400	24
Okeechobee	11,100	24
Palm Beach	351,500	60
Total	2,385,400	2,924

*The estimated population is based upon 1970 U.S. Census of Population Tape, updated by the latest available SRDS (1973) population estimates Tape.

**For Outer Radio Station Area Counties data processing, counties were coalesced.

MIAMI, FLORIDA

DATA PERTINENT TO THIS STUDY

This Radio Station Area study includes 2 sets of audience estimates:

- 1 The Central Zone usually the Metropolitan Area surveyed by PULSE for the standard syndicated Radio Audience Measurement Service. In a few markets, this Central Zone core may be larger than the census defined SMSA.
 - 2 The Radio Station Area includes 1 and additional counties in which the stations originating from the Central Zone have individually or together achieved 25% shares (PULSE CP 1967) or greater of the daytime audience, and all other counties required to achieve a daytime weekly come of 90% (PULSE CP 1967) for each Central Zone station.
- 2 Thus, for all practical purposes the Radio Station Area may be considered to approach the total audience for each station. In the case of each station, the Counties remaining in the non-included 10% or less are generally remote and in which the station achieves very little or no reportable daytime share of audience. There may be exceptions when a station's coverage signal extends to remote counties making it virtually impossible to establish a manageable & contiguous area. Also in rare instances, counties may have been deleted or added to yield a contiguous survey area.

HOUSEHOLD SAMPLE

	<u>CENTRAL ZONE</u>	<u>R.S.A.</u>
Number of households interviewed:	1,274	1,686
No. used in survey:	1,261	1,671
No. unusables:	13	15
Not-At-Home Contacts:	900	1,168
Refusals:	426	502

PERSONS SAMPLE

	<u>CENTRAL ZONE</u>	<u>R.S.A.</u>
Men (18 & Over)	822	1,105
Women (18 & Over)	1,119	1,482
Teens (12 - 17)	201	251
Children (6 - 11) M-F	59	86
Total	2,201	2,924

BASE FOR RATINGS

The base for computing persons ratings are applicable to the day parts and the estimated population for projection of these ratings are shown below. Saturday and Sunday ratings are a composite average of the June-August, 1973 and October-December, 1973 reports. See previous report for balance of the Saturday and Sunday sample.

<u>CENTRAL ZONE</u>	<u>ESTIMATED POPULATION</u>		<u>MONDAY-FRIDAY BASE</u>		<u>SATURDAY BASE</u>		<u>SUNDAY BASE</u>	
	<u>MEN</u>	<u>WOMEN</u>	<u>MEN</u>	<u>WOMEN</u>	<u>MEN</u>	<u>WOMEN</u>	<u>MEN</u>	<u>WOMEN</u>
<u>AGE</u>	(00)	(00)						
18 - 24	661	740	59	59	12	23	17	16
25 - 34	751	852	70	128	11	25	33	41
35 - 49	1220	1359	159	211	40	51	47	64
50 - 64	1066	1273	125	154	37	55	29	49
65 & Over	827	1065	123	163	32	44	28	36
TOTAL	4525	5289	536	715	132	198	154	206

Teens (12 - 17)	1442	114	31	56
Children (6 - 11)	1444	59		

<u>R.S.A.</u>	<u>ESTIMATED POPULATION</u>		<u>MONDAY-FRIDAY BASE</u>	
	<u>MEN</u>	<u>WOMEN</u>	<u>MEN</u>	<u>WOMEN</u>
<u>AGE</u>	(00)	(00)		
18 - 24	1186	1309	87	96
25 - 34	1408	1529	123	202
35 - 49	2170	2404	217	279
50 - 64	2022	2484	178	230
65 & Over	1811	2153	214	271
TOTAL	8597	9879	819	1078

Teens (12 - 17)	2679	164
Children (6 - 11)	2699	86

(Continued On Next Page)

DATA PERTINENT TO THIS STUDY (Continued)

ETHNIC WEIGHITNG

For this survey ethnic weighting was applied to achieve a sample population of:

	*** <u>BLACK%</u>	* <u>SPANISH%</u>
Central Zone	13.9	23.3
Broward County	11.1	-
Remaining Outer Radio Station Area Counties	-	-

*Spanish households are identified by Spanish surnames; also included are those households without Spanish surnames but where respondents spoke Spanish during the interview.

†Based upon 1970 U.S. Census of Spanish Population & SRDS (1973) estimates of population.

*Based upon 1970 U.S. Census of Black Population & SRDS (1973) estimates of Black population.

For Saturday & Sunday 12 years of age & over the Ethnic weighting is Black 12.8%, Spanish 22.8%.

SAMPLE

The basic sample for this study was obtained by employing Sampling Frame 1.

Sampling Points Completed	133
Sampling Points Substituted	6
Sampling Points Partially Completed	-
Sampling Points Not Covered	12
Total Sampling Points Assigned	151
Additional Sampling Points Surveyed	2

BASIS FOR REPORTING AUDIENCE ESTIMATES

The cut-off level for this report is a share of audience equivalent to 1.0% or greater in the Central Zone.

RESPONDENTS & ABSENTEES

	<u>CENTRAL ZONE</u>		<u>R.S.A.</u>	
	<u>PRESENT</u>	<u>ABSENT</u>	<u>PRESENT</u>	<u>ABSENT</u>
Men (18 & Over)	822	382	1,105	452
Women (18 & Over)	1,119	276	1,482	325
Teens (12 - 17)	201	189	251	233
Children (6 - 11)M-F	59	150	86	217

ROSTER

The stations whose audience estimates are included in this report supplied advance program schedules for inclusion on the roster, except WEDR, WSHE & WSRF which were listed on the roster with call letters only.

SPECIAL DATES & CIRCUMSTANCES

The sample design for this survey required interviewing in Dade County, Florida which has an ordinance controlling or restricting soliciting or which were too remote or too isolated for personal visits. Six days of interviewing were conducted by telephone due to these circumstances. Telephone, non-telephone weighting was not required for these interviews.

WHYI (FM) formerly, WLQY (FM) changed call letters effective October 3, 1973.

WOCN-FM was sold and changed call letters to WINZ-FM on November 15, 1973.

WINZ-FM did not make the cut-off level for listing in the report. All non-duplicated mentions for WOCN were included in the miscellaneous category.

The following stations are listed in this study:

<u>AM</u>	<u>FM</u>
WCMQ - 1220	WAIA
WFAB - 990	WAXY
WFTL - 1400	WBUS
WFUN - 790	WCKO
WGBS - 710	WEDR
WGMA - 1330	WGLO
WINZ - 940	WHYI
WIOD - 610	WLYF
WKAT - 1360	WMYQ
WMBM - 1490	WSHE
WOCN - 1450	WTMI
WQAM - 560	WYOR
WQBA - 1140	
WRBD - 1470	
WSRF - 1580	
WVCG - 1080	
WWOK - 1360	

THE PULSE, INC.

STATION	MIAMI RSA												M-F				OCT-OEC, 1973				6A.M.-10A.M.			
	MEN 18 & OVER						MEN 18-49						MEN 18-34											
	TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE									
	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	RTG.	AVE. PERS. (00)	CUM. PERS. (00)	RTG.	AVE. PERS. (00)	CUM. PERS. (00)	RTG.	AVE. PERS. (00)	CUM. PERS. (00)	RTG.	AVE. PERS. (00)	CUM. PERS. (00)								
WATA	10	59	7	.2	44	7	11	7	.3	11	5	7	5	.4	7									
WAXY	26	192	10	.2	109	24	173	10	.4	104	24	155	10	.7	96									
WBUS	2	63	2		50		53			40		47			34									
WCMQ	2	86	2		86	1	63	1		63		23			23									
WEDR		143			133		133			133		133			133									
WFAB	35	400	35	.8	400	19	194	19	.7	194	1	24	1	.1	24									
WFUN	41	423	28	.6	366	40	391	28	1.1	339	39	324	27	1.9	272									
WGBS	56	693	44	1.0	575	31	331	30	1.1	309	6	129	5	.4	107									
WG4A	35	133	10	.2	43	17	95			15	5	48			15									
WHYI	28	329	20	.4	200	25	271	20	.8	162	16	226	11	.8	127									
WINZ	36	162	29	.6	128	25	110	19	.7	86	18	80	18	1.3	67									
WIOD	101	909	69	1.5	683	29	303	23	.9	246	7	88	6	.4	76									
WKAT	37	393	34	.8	365	9	97	7	.3	92	1	42	1	.1	42									
WLYF	53	642	25	.6	258	17	198	15	.6	119	2	87			40									
WMBM	30	325	30	.7	325	30	300	30	1.1	300	7	210	7	.5	210									
WNYQ	31	204	22	.5	131	31	204	22	.8	131	27	183	22	1.6	125									
WOCN	28	223	28	.6	223	7	99	7	.3	99	2	34	2	.1	34									
WOAM	92	694	58	1.3	450	83	632	58	2.2	432	68	515	46	3.3	341									
WQBA	56	452	55	1.2	441	42	284	41	1.6	273	6	70	6	.4	70									
WSHE	22	211	15	.3	138	22	201	15	.6	128	22	172	15	1.1	99									
WTMI	3	51	3	.1	46	1	13	1		13		7			7									
WVCG	37	351	37	.8	338	13	162	13	.5	157		10			10									
WVOK	75	350	60	1.3	257	66	225	53	2.0	153	32	114	29	2.1	62									
WYDR	2	129	2		123	2	50	2	.1	44	2	7	2	.1	7									
TOTAL			637	14.1	3519			427	16.2	2069			218	15.4	1028									

STATION	WOMEN 18 & OVER												WOMEN 18-49				WOMEN 18-34			
	TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE									
	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	RTG.	AVE. PERS. (00)	CUM. PERS. (00)	RTG.	AVE. PERS. (00)	CUM. PERS. (00)	RTG.	AVE. PERS. (00)	CUM. PERS. (00)							
	AVE. PERS. (00)	CUM. PERS. (00)	RTG.	AVE. PERS. (00)	CUM. PERS. (00)	RTG.	AVE. PERS. (00)	CUM. PERS. (00)	RTG.	AVE. PERS. (00)	CUM. PERS. (00)	RTG.	AVE. PERS. (00)	CUM. PERS. (00)						
WATA	12	65	8	.2	58	7	26	7	.2	26	1	3	1	.1	3					
WAXY	21	227	12	.2	149	18	205	11	.4	136	9	143	6	.4	98					
WBJS	5	111	5	.1	99		92			80		75			63					
WCMQ	9	128	9	.2	128	8	69	8	.3	69	3	34	3	.2	34					
WEDR	7	188	7	.1	179	7	179	7	.2	179	7	165	7	.4	165					
WFAB	77	498	77	1.5	498	50	253	50	1.7	253	21	103	21	1.3	103					
WFUN	35	354	27	.5	269	35	335	27	.9	250	23	211	21	1.3	157					
WGBS	61	570	46	.9	440	21	252	19	.6	235	2	72	2	.1	69					
WG4A	21	81	10	.2	29	11	43			6	24									
WHYI	36	330	19	.4	184	28	253	16	.5	153	15	176	5	.3	83					
WINZ	23	229	13	.2	187	12	136	11	.4	122	5	94	4	.3	84					
WIOD	104	903	75	1.4	656	43	280	40	1.4	246	11	109	9	.6	99					
WKAT	60	491	48	.9	411	8	79	6	.2	50		34			14					
WLYF	68	738	26	.5	299	19	264	13	.4	137	3	73			27					
WMBM	85	712	85	1.6	652	41	444	41	1.4	404	32	299	32	2.0	274					
WNYQ	23	150	21	.4	103	23	150	21	.7	103	18	119	18	1.1	82					
WOCN	33	205	33	.6	205	29	147	29	1.0	147	17	97	17	1.1	97					
WOAM	122	738	56	1.1	386	112	678	56	1.9	358	82	547	26	1.6	229					
WQBA	77	526	77	1.5	526	42	279	42	1.4	279	33	141	33	2.1	141					
WSHE	25	198	15	.3	130	25	198	15	.5	130	16	167	6	.4	99					
WTMI	9	81	7	.1	77	1	40	1		40	1	33	1	.1	33					
WVCG	42	428	42	.8	415	15	156	15	.5	150	1	37	1	.1	31					
WVOK	44	301	40	.8	211	35	217	31	1.1	146	4	75	4	.3	52					
WYDR	12	179	12	.2	175	9	88	9	.3	84		35			31					
TOTAL			794	15.0	3955			483	16.4	2211			225	14.1	1227					

TABLE 21
World Radio History

MIAMI USA

STATION	MEN 25-49				MEN 25 & OVER				MEN 35 & OVER						
	TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE				
	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00) RTG.	CUME PERS. (00)	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00) RTG.	CUME PERS. (00)	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00) RTG.	CUME PERS. (00)			
WAIA	7	11	7	.4	11	10	59	7	.2	44	5	52	2	.1	37
WAXY	8	124	8	.4	77	10	143	8	.2	82	2	37	2	.1	16
WBUS		35			22	2	45	2	.1	32	2	16	2	.1	63
WC4Q	1	40	1	.1	40	2	63	2	.1	63	2	10			
WEDR		90			90		100			90					
WFAB	19	190	19	1.0	190	35	396	35	.9	396	34	376	34	1.1	376
WFUN	22	208	10	.5	171	23	240	10	.3	198	2	99	1		94
WGRS	28	295	28	1.4	273	53	647	42	1.1	539	50	564	39	1.3	468
WGMA	12	60			30	98	10	.3	28	30	85	10	.3	28	
WHYI	14	143	13	.7	99	17	201	13	.3	137	12	103	9	.3	73
WINZ	13	73	7	.4	49	24	125	17	.4	91	18	82	11	.4	61
WIDD	29	295	23	1.2	238	101	901	69	1.8	675	94	821	63	2.0	607
WKAT	9	82	7	.4	77	37	378	34	.9	350	36	351	33	1.1	323
WLYF	17	143	15	.8	79	53	587	25	.6	218	51	555	25	.8	218
WFRM	30	240	30	1.5	240	30	265	30	.9	265	23	115	23	.7	115
WHYQ	7	100	3	.2	57	7	100	3	.1	57	4	21			6
WOCN	5	75	5	.3	75	26	199	26	.7	199	26	189	26	.8	189
WOAM	49	397	28	1.4	222	58	459	28	.7	240	24	179	12	.4	109
WQBA	40	263	39	2.0	252	54	431	53	1.4	420	50	382	49	1.6	371
WSHE	3	67	3	.2	54	3	77	3	.1	64	3	44	3	.1	39
WTMI	1	13	1	.1	13	3	51	3	.1	46	3	44	3	.1	39
WVCG	13	162	13	.7	157	37	351	37	1.0	338	37	341	37	1.2	323
WVOK	51	195	38	1.9	138	60	320	45	1.2	242	43	236	31	1.0	195
WYOR	2	50	2	.1	44	2	129	2	.1	123					116
TOTAL			301	15.3	1598					511	13.2	3048			2491

STATION	WOMEN 25-49				WOMEN 25 & OVER				WOMEN 35 & OVER						
	TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE				
	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00) RTG.	CUME PERS. (00)	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00) RTG.	CUME PERS. (00)	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00) RTG.	CUME PERS. (00)			
WAIA	7	26	7	.3	26	12	65	8	.2	58	11	62	7	.2	55
WAXY	15	133	8	.4	79	18	155	9	.2	92	12	84	6	.2	51
WBUS		45			33	5	64	5	.1	52	5	36	5	.1	36
WC4Q	5	39	5	.2	39	6	98	6	.1	98	6	94	6	.2	94
WEDR	7	110	7	.3	110	7	119	7	.2	110		23			14
WFAB	33	179	33	1.5	179	60	424	60	1.3	424	56	395	56	1.5	395
WFUN	23	282	15	.7	209	23	301	15	.3	228	12	143	6	.2	112
WGRS	20	247	18	.8	230	60	565	45	1.0	435	59	498	44	1.2	371
WGMA	11	31			21	69	10	.2	29	15	57	10	.3	29	
WHYI	18	171	16	.7	136	26	248	19	.4	167	21	154	14	.4	101
WINZ	12	94	11	.5	80	23	187	13	.3	145	18	135	9	.2	103
WIDD	39	250	36	1.6	215	100	873	71	1.6	626	93	794	66	1.9	557
WKAT	8	79	6	.3	50	60	491	48	1.1	411	60	457	48	1.3	357
WLYF	18	260	13	.6	139	67	734	26	.6	299	65	665	26	.7	272
WFRM	35	349	35	1.8	309	79	617	79	1.7	557	53	413	53	1.4	378
WHYQ	13	99	11	.5	81	13	99	11	.2	81	5	31	3	.1	21
WOCN	18	69	18	.8	69	22	127	22	.5	127	16	109	16	.4	109
WOAM	49	291	35	1.6	207	59	351	35	.8	235	48	191	30	.8	157
WQBA	24	209	24	1.1	209	59	456	59	1.3	456	44	385	44	1.2	385
WSHE	22	71	14	.4	63	22	71	14	.3	63	9	31	9	.2	31
WTMI	1	25	1		25	9	66	7	.2	62	8	49	6	.2	44
WVCG	15	156	15	.7	150	42	428	42	.9	415	41	391	41	1.1	383
WVOK	35	194	31	1.4	134	44	278	40	.9	201	40	226	36	1.0	159
WYOR	9	77	9	.4	73	12	168	12	.3	154	12	144	12	.3	144
TOTAL			369	16.7	1664					640	11.9	3408			2723

TABLE 21

STATION	MEN 18 & OVER								MEN 18-49				MEN 18-34			
	TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE	
	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)
				RTG.				RTG.				RTG.				RTG.
WATA	8	68	8	.2	63	7	.23	7	.3	23	7	.19	7	.5	19	
WAXY	26	120	3	.1	83	26	.120	3	.1	83	26	.107	3	.2	70	
WBUS	4	48	4	.1	48	4	.48	4	.2	48	3	.42	3	.2	42	
WCMO		68			68		44			44		23			23	
WEDR	19	111	17	.4	101	17	.101	17	.6	101	17	.101	17	1.2	101	
WFAB	48	230	48	1.1	230	3	.59	3	.1	59		4			4	
WFUN	8	181	8	.2	151	8	.161	8	.3	131	8	.148	8	.6	118	
WGRS	42	312	22	.5	209	7	.38	7	.3	34	7	.30	7	.5	26	
WGMA	14	103			23	14	.84			15	14	.43			15	
WHYI	39	273	18	.4	126	26	.206	18	.7	106	26	.173	18	1.3	83	
WINZ	11	72	11	.2	56	6	.45	6	.2	34	6	.34	6	.4	28	
WIOD	88	759	68	1.5	358	3	.198	3	.1	69	3	.171	3	.2	42	
WKAT	39	289	33	.7	265	3	.59	3	.1	59	3	.20	3	.2	20	
WLYF	74	480	29	.6	149	1	.72			46	1	.45			19	
WWSM	18	113	18	.4	113	18	.113	18	.7	113	10	.94	10	.7	94	
WYQD	23	114	23	.5	75	23	.114	23	.9	75	23	.114	23	1.6	75	
WCCN	13	163	13	.3	163	6	.81	6	.2	81	5	.47	5	.4	47	
WQAM	54	405	44	1.0	253	48	.344	38	1.4	235	48	.311	38	2.7	202	
WQBA	35	233	35	.8	233	21	.129	21	.8	129	1	.51	1	.1	51	
WSHE	35	252	28	.6	158	31	.242	24	.9	148	31	.242	24	1.7	148	
WTMI	16	44	15	.3	39	4	.13	4	.2	13	4	.7	4	.3	7	
WVCG	46	208	45	1.0	189	19	.62	19	.7	56					7	
WVOK	52	221	31	.7	150	44	.122	23	.9	72	10	.58	4	.3	24	
WYOR	6	79	6	.1	59	6	.32	6	.2	27	3	.7	3	.2	7	
TOTAL			567	12.5	2125			272	10.3	1058			193	13.7	662	

STATION	WOMEN 18 & OVER								WOMEN 18-49				WOMEN 18-34			
	TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE	
	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)
				RTG.				RTG.				RTG.				RTG.
WATA	16	61	10	.2	54	5	.22	5	.2	22	1	.3	1	.1	3	
WAXY	45	217	30	.6	136	33	.189	23	.8	123	26	.148	16	1.0	106	
WBUS	13	65	13	.2	65	13	.65	13	.4	65	8	.37	8	.5	37	
WCMO	13	108	13	.2	108	10	.69	10	.3	69	10	.38	10	.6	38	
WEDR	16	195	15	.3	186	15	.186	15	.5	186	15	.186	15	.9	186	
WFAB	111	498	111	2.1	498	45	.222	45	1.5	222	18	.72	18	1.1	72	
WFUN	38	324	28	.5	230	38	.314	28	.9	220	25	.208	19	1.2	159	
WGRS	32	471	59	1.1	338	41	.187	41	1.4	182	22	.52	22	1.4	52	
WGMA	15	81			10	15	.62			5	24					
WHYI	67	358	30	.6	134	55	.246	30	1.0	122	39	.200	14	.9	76	
WINZ	33	192	27	.5	159	21	.123	16	.5	107	16	.88	16	1.0	82	
WIOD	130	733	99	1.9	515	39	.188	31	1.1	156	14	.59	14	.9	55	
WKAT	65	418	57	1.1	348	2	.86	2	.1	57		.34			14	
WLYF	151	872	65	1.2	296	69	.303	27	.9	137	4	.42			24	
WWSM	73	431	73	1.4	390	57	.294	57	1.9	253	54	.200	54	3.4	174	
WYQD	35	182	22	.4	123	35	.182	22	.7	123	23	.146	15	.9	92	
WCCN	23	183	12	.2	170	12	.126	12	.4	126	1	.77	1	.1	77	
WQAM	100	572	54	1.0	377	96	.521	50	1.7	358	78	.402	32	2.0	239	
WQBA	124	607	124	2.3	553	71	.281	71	2.4	281	51	.147	51	3.2	147	
WSHE	25	194	7	.1	94	25	.194	7	.2	94	24	.180	6	.4	80	
WTMI	12	67	12	.2	63		.18			18		.15			15	
WVCG	92	390	85	1.6	373	39	.142	33	1.1	136	8	.40	2	.1	34	
WVOK	119	312	65	1.2	185	74	.226	38	1.3	127	18	.71	8	.5	48	
WYOR	31	184	31	.6	166	5	.60	5	.2	56	5	.36	5	.3	32	
TOTAL			1078	20.4	3447			599	20.3	1866			343	21.5	1030	

TABLE 22

STATION	MEN 25-49				MEN 25 & OVER				MEN 35 & OVER						
	TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE				
	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	CUME PERS. (00) RTG.	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	CUME PERS. (00) RTG.	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	CUME PERS. (00) RTG.			
WATA	7	17	7	.4	17	8	62	8	.2	57	1	49	1	44	
WAXY		73			58		73			58		13		13	
WBUS	4	22	4	.2	22	4	22	4	.1	22	1	6	1	6	
WCMO		21			21		45			45		45		45	
WEDR		58			58	2	68			58	2	10			
WFAB	3	55	3	.2	55	48	226	48	1.2	226	48	226	48	1.5	226
WFUN	2	57	2	.1	42	2	77	2	.1	62		33		33	
WGDS	4	28	4	.2	24	39	302	19	.5	199	35	282	15	.5	183
WGNA		54			54		73			8		60		8	
WHYI	7	93	7	.4	58	20	160	7	.2	78	13	100		43	
WINZ	3	24	3	.2	13	8	51	8	.2	35	5	38	5	.2	28
WIOD	3	190	3	.2	61	88	751	68	1.8	350	85	588	65	2.1	316
WKAT	1	44	1	.1	44	37	274	31	.8	250	36	269	30	1.0	245
WLYF	1	38			27	74	446	29	.8	130	73	435	29	.9	130
WMJM	8	79	8	.4	79	8	79	8	.2	79	8	19	8	.3	19
WMYQ	9	35	9	.5	16	9	35	9	.2	16					
WOCN	1	57	1	.1	57	8	139	8	.2	139	8	116	8	.3	116
WQAM	16	201	16	.8	103	22	262	22	.6	121	6	94	6	.2	51
WQBA	20	103	20	1.0	103	34	207	34	.9	207	34	182	34	1.1	182
WSHE	6	42	6	.3	38	10	52	10	.3	48	4	10	4	.1	10
WTMI	4	13	4	.2	13	16	44	15	.4	39	12	37	11	.4	32
WVCG	19	62	19	1.0	56	46	208	45	1.2	189	46	208	45	1.4	189
WWOK	44	92	23	1.2	57	52	191	31	.8	135	42	163	27	.9	126
WYDR	6	32	6	.3	27	6	79	6	.2	59	3	72	3	.1	52
TOTAL			152	7.7	659			447	11.6	1726			374	12.0	1463

STATION	WOMEN 25-49				WOMEN 25 & OVER				WOMEN 35 & OVER						
	TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE				
	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	CUME PERS. (00) RTG.	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	CUME PERS. (00) RTG.	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	CUME PERS. (00) RTG.			
WATA	5	22	5	.2	22	16	61	10	.2	54	15	58	9	.2	51
WAXY	25	99	15	.7	49	37	127	22	.5	62	19	69	14	.4	30
WBUS	7	33	7	.3	33	7	33	7	.2	33	5	28	5	.1	28
WCMQ	5	44	5	.2	44	8	83	8	.2	83	3	70	3	.1	70
WEDR	3	83	3	.1	83	4	92	3	.1	83	1	9			
WFAB	30	165	30	1.4	165	95	441	96	2.1	441	93	426	93	2.5	426
WFUN	23	219	13	.6	136	23	229	13	.3	146	13	116	9	.2	71
WGDS	41	187	41	1.9	182	82	471	59	1.3	338	60	419	37	1.0	286
WGNA	15	50			50	15	69			19	10	57		10	
WHYI	40	137	30	1.4	93	52	249	30	.7	105	28	158	16	.4	58
WINZ	8	81	3	.1	65	20	150	14	.3	117	17	104	11	.3	77
WIOD	31	163	23	1.0	131	122	708	91	2.0	490	116	674	85	2.3	460
WKAT	2	86	2	.1	57	65	418	57	1.3	348	65	384	57	1.5	334
WLYF	65	291	27	1.2	129	147	860	65	1.4	288	147	830	65	1.8	272
WMJM	31	216	31	1.4	175	47	353	47	1.0	312	19	231	19	.5	216
WMYQ	35	115	22	1.0	86	35	115	22	.5	86	12	36	7	.2	31
WOCN	12	64	12	.5	64	23	121	12	.3	108	22	106	11	.3	93
WQAM	54	248	36	1.6	192	58	299	40	.9	211	22	170	22	.6	138
WQBA	35	188	35	1.6	188	88	514	88	1.9	460	73	460	73	2.0	406
WSHE	10	56	2	.1	40	10	56	2	.1	40	1	14	1	.1	14
WTMI		18			18	12	67	12	.3	63	12	52	12	.3	48
WVCG	39	142	33	1.5	136	92	390	85	1.9	373	84	350	83	2.2	339
WWOK	70	203	38	1.7	119	106	289	65	1.4	177	92	241	57	1.5	137
WYDR	3	49	3	.1	45	29	173	29	.6	155	26	148	26	.7	134
TOTAL			421	19.0	1364			900	19.8	2945			735	19.9	2417

TABLE 22

STATION	MEN 18 & OVER				MEN 18-49				MEN 18-34						
	TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE				
	AVE. PERS. (00)	CUMF PERS. (00)	AVE. PERS. (00)	RGTG.	CUMF PERS. (00)	AVE. PERS. (00)	RGTG.	CUMF PERS. (00)	AVE. PERS. (00)	RGTG.	CUMF PERS. (00)	AVE. PERS. (00)	RGTG.		
WAIA	19	90	13	.3	75	3	30	3	.1	30	3	26	3	.2	26
WAXY	20	306	4	.1	229	18	282	4	.2	219	17	249	3	.2	186
WBUS	5	100	4	.1	79	5	100	4	.2	79	4	94	3	.2	73
WCMQ	14	73	14	.3	73	11	54	11	.4	54		13			13
WEDR	17	92	17	.4	82	17	82	17	.6	82	17	82	17	1.2	82
WFAB	83	519	83	1.8	519	22	221	22	.8	221	3	44	3	.2	44
WFUN	27	400	27	.6	344	27	390	27	1.0	334	22	320	22	1.6	264
WGDS	93	698	58	1.3	553	42	364	37	1.4	336	15	125	10	.7	113
WGMA	23	148			43	23	109			15	15	57			15
WHYI	61	476	31	.7	264	48	385	29	1.1	231	31	304	26	1.8	196
WINZ	25	188	12	.3	135	20	131	11	.4	93	10	88	3	.2	60
WIOD	123	1291	66	1.5	691	44	526	14	.5	303	15	254	7	.5	118
WKAT	30	380	31	.7	343	7	82	7	.3	77	1	42	1	.1	42
WLYF	129	768	49	1.1	328	24	226	12	.5	151	16	74	8	.6	40
WM9M	50	141	50	1.1	141	50	141	50	1.9	141	50	141	50	3.5	141
WMYQ	42	259	23	.5	181	42	259	23	.9	181	34	238	23	1.6	175
WOCN	27	152	27	.6	152	3	57	3	.1	57		23			23
WOAM	89	717	50	1.1	481	87	656	48	1.8	463	84	525	46	3.3	362
WQBA	55	519	54	1.2	509	38	299	37	1.4	289	9	96	9	.6	96
WSHE	51	423	29	.6	242	51	423	29	1.1	242	50	394	28	2.0	213
WTMI	18	79	17	.4	74	5	28	5	.2	28	2	22	2	.1	22
WVCG	41	382	39	.9	349	17	170	16	.6	150		10			10
WWOK	90	392	67	1.5	281	61	268	38	1.4	178	15	128	8	.6	89
WYDR	41	212	41	.9	180	10	87	10	.4	71	1	7	1	.1	7
TOTAL			838	18.5	3614			472	17.9	2153			283	20.0	1191

STATION	WOMEN 18 & OVER				WOMEN 18-49				WOMEN 18-34						
	TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE				
	AVE. PERS. (00)	CUMF PERS. (00)	AVE. PERS. (00)	RGTG.	CUMF PERS. (00)	AVE. PERS. (00)	RGTG.	CUMF PERS. (00)	AVE. PERS. (00)	RGTG.	CUMF PERS. (00)	AVE. PERS. (00)	RGTG.		
WAIA	14	67	7	.1	60	4	26	4	.1	26	1	3	1	.1	3
WAXY	10	227	3	.1	146	8	208	3	.1	136	8	177	3	.2	119
WBUS	6	183	6	.1	65	6	183	6	.2	65	6	155	6	.4	37
WCMQ	20	116	20	.4	116	13	72	13	.4	72	1	41	1	.1	41
WEDR	21	193	21	.4	184	21	184	21	.7	184	21	184	21	1.3	184
WFAB	101	674	101	1.9	674	49	340	49	1.7	340	26	127	26	1.6	127
WFUN	23	315	17	.3	208	23	308	17	.6	201	18	201	12	.8	139
WGDS	70	518	58	1.1	398	34	225	33	1.1	219	21	58	20	1.3	56
WGMA	16	103			29	16	65			9	9	36			9
WHYI	81	407	12	.2	190	52	285	12	.4	168	37	215	4	.3	112
WINZ	24	212	16	.3	172	14	133	6	.2	110	10	88	3	.2	74
WIOD	134	940	60	1.1	553	63	286	21	.7	166	41	125	8	.5	71
WKAT	63	438	55	1.0	369	8	91	8	.3	62		34			14
WLYF	178	987	58	1.1	366	37	344	17	.6	159	15	90	2	.1	36
WM9M	71	414	71	1.3	388	55	325	55	1.9	299	44	239	44	2.8	213
WMYQ	36	177	18	.3	126	36	170	18	.6	119	23	126	13	.8	89
WOCN	22	157	20	.4	134	12	101	11	.4	91	1	33	1	.1	33
WOAM	74	585	34	.6	308	69	534	29	1.0	289	59	452	20	1.3	209
WQBA	93	752	93	1.8	698	46	409	46	1.6	409	25	178	25	1.6	178
WSHE	47	231	20	.4	158	47	231	20	.7	158	40	195	13	.8	122
WTMI	16	95	16	.3	91	4	46	4	.1	46	3	39	3	.2	39
WVCG	40	361	35	.7	334	16	161	12	.4	145	6	40	2	.1	34
WWOK	72	302	44	.8	190	44	200	28	.9	137	17	63	13	.8	48
WYDR	43	191	43	.8	173	4	77	4	.1	73	1	38	1	.1	34
TOTAL			869	16.4	3837			469	15.9	2274			268	16.8	1252

TABLE 23

STATION	MEN 25-49				MEN 25 & OVER				MEN 35 & OVER						
	TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE				
	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	CUMF PERS. (00) RTG.	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	CUME PERS. (00) RTG.	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	CUMF PERS. (00) RTG.			
WATA		17		17	16	77	10	.3	62	16	64	10	.3	49	
WAXY	7	197	1	.1	156	9	221	1		166	3	57	1	43	
WBUS	2	43	1	.1	22	2	43	1		22	1	6	1	6	
WCMQ	11	48	11	.6	48	14	67	14	.4	67	14	60	14	.4	60
WEDR		22		22		32			22		10				
WFAB	22	212	22	1.1	212	83	510	83	2.1	510	80	475	80	2.6	475
WFUN	12	189	12	.6	148	12	199	12	.3	158	5	80	5	.2	80
WGBS	39	329	34	1.7	301	90	653	55	1.4	513	78	563	48	1.5	440
WGMA	8	74				8	113			28	8	91		28	
WHYI	25	221	10	.5	134	38	312	12	.3	167	30	172	5	.2	60
WINZ	10	79	8	.4	56	15	136	9	.2	98	15	100	9	.3	75
WIOD	44	518	14	.7	295	123	1283	66	1.7	683	108	1037	59	1.9	573
WKAT	7	67	7	.4	62	38	365	31	.8	328	37	338	30	1.0	301
WLYF	9	171	4	.2	111	114	713	41	1.1	288	113	694	41	1.3	288
WQ3M	31	90	31	1.6	90	31	90	31	.8	90					
WMYQ	28	105	9	.5	57	28	105	9	.2	57	8	21		6	
WOCN	3	44	3	.2	44	27	139	27	.7	139	27	129	27	.9	129
WOAM	36	354	6	.3	232	38	415	8	.2	250	5	192	4	.1	119
WQ9A	36	267	35	1.8	257	53	487	52	1.3	477	46	423	45	1.4	413
WSHE	16	154	9	.5	83	16	154	9	.2	83	1	29	1	29	
WTM1	5	13	5	.3	13	18	64	17	.4	59	16	57	15	.5	52
WVCG	17	170	16	.8	150	41	382	39	1.0	349	41	372	39	1.3	339
WVOK	59	238	36	1.8	163	88	362	65	1.7	266	75	264	59	1.9	192
WYQR	10	87	10	.5	71	41	212	41	1.1	180	40	205	40	1.3	173
TOTAL			298	15.1	1559			664	17.2	3020			555	17.8	2423

STATION	WOMEN 25-49				WOMEN 25 & OVER				WOMEN 35 & OVER						
	TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE				
	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	CUMF PERS. (00) RTG.	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	CUME PERS. (00) RTG.	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	CUMF PERS. (00) RTG.			
WATA	4	26	4	.2	26	14	67	7	.2	60	13	64	6	.2	57
WAXY	8	103	3	.1	47	10	122	3	.1	57	2	50		27	
WBUS		54			33		54			33		28		28	
WCMQ	13	47	13	.6	47	20	91	20	.4	91	19	75	19	.5	75
WEDR	17	55	17	.8	55	17	64	17	.4	55		9			
WFAB	28	247	28	1.3	247	80	581	80	1.8	581	75	547	75	2.0	547
WFUN	15	218	9	.4	123	15	225	9	.2	130	5	114	5	.1	69
WGBS	34	220	33	1.5	214	70	513	58	1.3	393	49	460	38	1.0	342
WGMA	7	41				7	79			29	7	67		29	
WHYI	28	157	12	.5	107	57	279	12	.3	129	44	192	8	.2	78
WINZ	11	89	3	.1	66	21	168	13	.3	128	14	124	13	.4	98
WIOD	58	273	16	.7	153	129	927	55	1.2	540	93	815	52	1.4	482
WKAT	8	91	8	.4	62	63	438	55	1.2	369	63	404	55	1.5	355
WLYF	35	332	17	.8	151	176	975	58	1.3	358	163	897	56	1.5	330
WQ3M	42	222	42	1.9	196	58	311	58	1.3	285	27	175	27	.7	175
WMYQ	16	93	7	.3	71	16	100	7	.2	78	13	51	5	.1	37
WOCN	12	73	11	.5	63	22	129	20	.4	106	21	124	19	.5	101
WOAM	22	203	10	.5	141	27	254	15	.3	160	15	133	14	.4	99
WQ9A	37	299	37	1.7	299	84	642	84	1.8	588	68	574	68	1.8	520
WSHE	17	83	10	.5	62	17	83	10	.2	62	7	36	7	.2	36
WTM1	4	25	4	.2	25	16	74	16	.4	70	13	56	13	.4	52
WVCG	16	161	12	.5	145	40	361	35	.8	334	34	321	33	.9	300
WVOK	32	177	20	.9	129	60	279	36	.8	182	55	239	31	.8	142
WYQR	4	66	4	.2	62	43	180	43	.9	162	42	153	42	1.1	139
TOTAL			335	15.2	1616			735	16.2	3179			601	16.3	2585

TABLE 23

STATION	MEN 18 & OVER					MEN 18-49					MEN 18-34				
	TOTAL AREA		CENTRAL ZONE			TOTAL AREA		CENTRAL ZONE			TOTAL AREA		CENTRAL ZONE		
	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	RTG.	CUME PERS. (00)	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	RTG.	CUME PERS. (00)	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	RTG.	CUME PERS. (00)
WAIA	12	72	4	.1	57	4	12	4	.2	12	1	2	1	.1	8
WXY	20	241	12	.3	174	13	222	11	.4	169	13	197	11	.8	144
WBUS	20	107	20	.4	94	20	97	20	.8	84	20	91	20	1.4	78
WCMQ															
WEDR	3	95	3	.1	90	3	90	3	.1	90	3	90	3	.2	90
WFAB	24	424	24	.5	424	20	214	20	.8	214	1	44	1	.1	44
WFUN	21	283	21	.5	248	19	266	18	.7	231	17	226	17	1.2	191
WGBS	47	388	39	.9	334	24	179	18	.7	163	7	67	7	.5	67
WGMA	6	63			23	6	44			15	6	44			15
WHYI	43	387	17	.4	236	43	323	17	.6	194	38	258	16	1.1	165
WINZ	5	84	3	.1	61	3	57	3	.1	44	3	57	3	.2	44
WIOD	103	757	56	1.2	488	37	258	18	.7	186	10	122	7	.5	107
WKAT	4	250	4	.1	240		48			48		15			15
WLYF	100	671	36	.8	255	44	272	16	.6	131	13	87	10	.7	40
WMBM	35	135	35	.8	135	35	135	35	1.3	135	35	135	35	2.5	135
WMYQ	21	207	15	.3	164	21	207	15	.6	164	18	201	12	.8	158
WDCN	19	148	19	.4	148	6	66	6	.2	66	1	26	1	.1	26
WQAM	50	478	29	.6	361	50	443	29	1.1	348	42	344	29	2.1	275
WQBA	26	433	26	.6	433	15	239	15	.6	239	7	78	7	.5	78
WSHE	133	420	65	1.4	226	133	420	65	2.5	226	119	391	51	3.6	197
WTMI	16	71	14	.3	66	7	28	7	.3	28	6	22	6	.4	22
WVCG	5	194	5	.1	173	5	97	5	.2	76		10			10
WWOK	46	302	24	.5	215	21	189	21	.8	139	12	108	12	.8	73
WYOR	13	197	5	.1	170	5	79	3	.1	68					
TOTAL			518	11.4	2797			371	14.1	1713			266	18.8	1026

STATION	WOMEN 18 & OVER					WOMEN 18-49					WOMEN 18-34				
	TOTAL AREA		CENTRAL ZONE			TOTAL AREA		CENTRAL ZONE			TOTAL AREA		CENTRAL ZONE		
	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	RTG.	CUME PERS. (00)	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	RTG.	CUME PERS. (00)	AVE. PERS. (00)	CUME PERS. (00)	AVE. PERS. (00)	RTG.	CUME PERS. (00)
WAIA	6	52	1		45		18			18					
WXY	26	222	16	.3	150	18	196	14	.5	130	13	169	9	.6	103
WBUS	10	212	10	.2	95	10	193	10	.3	76	10	165	10	.6	48
WCMQ															
WEDR	20	166	20	.4	161	20	161	20	.7	161	17	147	17	1.1	147
WFAB	42	628	42	.8	628	34	335	34	1.2	335	13	129	13	.8	129
WFUN	6	248	6	.1	191	5	222	5	.2	165	4	164	4	.3	121
WGBS	25	336	20	.4	297	6	117	6	.2	117	4	32	4	.3	32
WGMA	2	59			19	2	31				2	12			
WHYI	41	294	22	.4	170	36	226	21	.7	151	33	180	21	1.3	117
WINZ	17	133	13	.2	103	15	55	11	.4	45	15	55	11	.7	45
WIOD	132	816	84	1.6	559	17	199	10	.3	152	4	63	4	.3	63
WKAT	35	314	35	.7	305	2	27	2	.1	27					
WLYF	96	591	42	.8	271	30	218	20	.7	116	9	61	6	.4	31
WMBM	58	260	58	1.1	248	48	220	48	1.6	208	44	198	44	2.8	186
WMYQ	31	155	20	.4	118	30	148	19	.6	111	22	120	16	1.0	88
WDCN	13	116	13	.2	116	4	69	4	.1	69		33			33
WQAM	34	235	26	.5	192	30	220	22	.7	177	17	174	9	.6	131
WQBA	44	655	44	.8	655	29	379	29	1.0	379	6	141	6	.4	141
WSHE	61	276	39	.7	193	61	276	39	1.3	193	58	240	36	2.3	157
WTMI	32	91	31	.6	87	21	46	21	.7	46	20	39	20	1.3	39
WVCG	16	270	16	.3	255	4	106	4	.1	91	1	34	1	.1	28
WWOK	10	156	10	.2	127	7	116	7	.2	96	2	41	2	.1	25
WYOR	15	181	10	.2	163	7	79	7	.2	75	3	36	3	.2	32
TOTAL			597	11.3	3100			370	12.5	1782			250	15.7	1019

TABLE 24

STATION	MEN 25-49								MEN 25 & OVER				MEN 35 & OVER			
	TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE	
	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	RTG.	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	RTG.	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	RTG.	CUM. PERS. (00)	
WVIA	3	4	3	.2	4	11	64	3	.1	49	11	64	3	.1	49	
WVBY	8	157	6	.3	112	15	176	7	.2	117	7	44	1		30	
WVJS	11	48	11	.6	35	11	58	11	.3	45		16			16	
WVND		13			13		18			13		5				
WVND	19	205	19	1.0	205	23	415	23	.6	415	23	380	23	.7	380	
WVNT	13	109	13	.7	89	16	126	16	.4	106	4	57	4	.1	57	
WVUN	20	144	14	.7	128	43	353	35	.9	299	40	321	32	1.0	267	
WVUS		9					28			8		19			8	
WVVA	13	168	7	.4	99	13	232	7	.2	141	5	129	1		71	
WVVI		36			23	2	63			40	2	27			17	
WVWZ	37	258	18	.9	186	103	757	56	1.4	488	93	635	49	1.6	381	
WVXJ		33			33	4	235	4	.1	225	4	235	4	.1	225	
WVYF	31	217	6	.3	91	87	616	26	.7	215	87	584	26	.8	215	
WVYH	18	67	18	.9	67	18	67	18	.5	67						
WVZD	14	76	12	.6	48	14	76	12	.3	48	3	6	3	.1	6	
WVZV	5	53	5	.3	53	18	135	18	.5	135	18	122	18	.6	122	
WVZV	18	241	3	.2	158	18	276	3	.1	171	8	134			86	
WVZA	15	224	15	.8	224	26	418	26	.7	418	19	355	19	.6	355	
WVZE	39	130	25	1.3	70	39	130	25	.6	70	14	29	14	.4	29	
WVZI	1	13	1	.1	13	10	56	8	.2	51	10	49	8	.3	44	
WVZK	5	97	5	.3	76	5	194	5	.1	173	5	184	5	.2	163	
WVZL	21	159	21	1.1	124	46	272	24	.6	200	34	194	12	.4	142	
WVZM	5	79	3	.2	68	13	197	5	.1	170	13	197	5	.2	170	
TOTAL			219	11.1	1146			366	9.5	2230			252	8.1	1771	

STATION	WOMEN 25-49								WOMEN 25 & OVER				WOMEN 35 & OVER			
	TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE		TOTAL AREA		CENTRAL ZONE	
	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	RTG.	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	RTG.	CUM. PERS. (00)	AVE. PERS. (00)	CUM. PERS. (00)	AVE. PERS. (00)	RTG.	CUM. PERS. (00)	
WVIA		18			18	6	52	1		45	6	52	1		45	
WVBY	10	117	8	.4	67	18	143	10	.2	37	13	53	7	.2	47	
WVJS	10	75	10	.5	55	10	94	10	.2	74		47			47	
WVND		83			83	10	88	10	.2	93	3	19	3	.1	14	
WVND	26	248	26	1.2	248	34	541	34	.7	541	29	499	29	.8	499	
WVNT	1	125	1		79	2	151	2		105	2	84	2	.1	70	
WVUN	6	117	6	.3	117	25	336	20	.4	297	21	304	16	.4	265	
WVUS		19					47			19		47			19	
WVVA	17	114	13	.6	86	22	182	14	.3	105	8	114	1		53	
WVVI	9	22	5	.2	12	11	100	7	.2	70	2	78	2	.1	58	
WVWZ	17	186	10	.5	139	132	803	84	1.8	546	120	753	80	2.2	456	
WVXJ	2	27	2	.1	27	35	314	35	.8	305	35	314	35	.9	305	
WVYF	30	218	20	.9	116	96	591	42	.9	271	87	530	36	1.0	240	
WVYH	26	117	26	1.2	105	36	157	36	.8	145	14	62	14	.4	62	
WVZD	16	77	10	.5	64	17	84	11	.2	71	9	35	4	.1	30	
WVZV	4	41	4	.2	41	13	88	13	.3	88	13	83	13	.4	83	
WVZV	13	101	13	.6	76	17	116	17	.4	91	17	61	17	.5	61	
WVZA	28	300	28	1.3	300	43	576	43	.9	576	38	514	38	1.0	514	
WVZE	15	93	13	.6	73	15	93	13	.3	73	3	36	3	.1	36	
WVZI	11	25	11	.5	25	22	70	21	.5	66	12	52	11	.3	48	
WVZK	4	106	4	.2	91	16	270	16	.4	255	15	236	15	.4	227	
WVZL	7	100	7	.3	96	10	140	10	.2	127	8	115	8	.2	102	
WVZM	7	68	7	.3	64	15	170	10	.2	152	12	145	7	.2	131	
TOTAL			243	11.0	1251			470	10.3	2569			347	9.4	2081	

TABLE 24

THE PULSE, INC. AVERAGE 1/4 HOUR AUDIENCE ESTIMATES IN-HOME & CUT-CF-HOME MONDAY-FRIDAY
 MIAMI-FT. LAUDERDALE-HOLLYWOOD METRO AREAS 6A.M.-10A.M. OCT-DEC. 1973

STATIONS	PERSONS REACHED ESTIMATES								PERSONS REACHED ESTIMATES BY AGE							
	MEN		WOMEN		TEENS		TOTAL		MEN	MEN	MEN	MEN	WC MEN	WC MEN	WOMEN	WOMEN
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)	18-24 (00)	25-34 (00)	35-49 (00)	50-64 (00)	18-24 (00)	25-34 (00)	35-49 (00)	50-64 (00)
WATA	.1	10	.2	12			.1	22								
WAXY	.4	26	.3	21			.3	47	16	5	2					
WBJS		2	.1	5				7		8		2	3	1	6	9
WCKD			.1	5				5				2				5
WCMO		2	.1	9	.1	2	.1	13			1		3		5	1
WEDR			.1	7	.9	19	.2	26								
WFAB	.5	35	1.0	77	.1	3	.7	115		1	18	14	17	4	29	21
WFTL	.2	17	.2	19			.2	36			1			6	11	
WFUN	.6	41	.4	35	1.8	39	.7	115	18	21	9	5	12	11	12	
WGHS	.8	56	.8	61	.2	4	.7	121	3	3	25	13	1	1	19	30
WGLO		3		2				5								
WGMA	.5	35	.3	21			.3	56	5		12	18		6	5	10
WHYI	.4	28	.5	36	.7	14	.5	78	11	5	9		10	5	8	10
WINZ	.5	36	.3	23			.3	59	12	6	7	10		13	7	8
WTDJ	1.5	101	1.3	104		1	1.2	206		7	22	30	4	7	32	18
WKAT	.5	37	.8	60			.6	97		1	8	13				
WLYF	.7	50	.8	61			.7	111		2	15	17		1	8	10
WVBN	.4	30	1.1	85	.5	10	.7	125		7	23		1	2	16	18
WVYO	.5	31	.3	23	.4	9	.4	63	24	3	4		6	2	9	39
WCCN	.4	28	.4	33			.4	61	2		5	19	10	1	5	4
WQAM	1.1	76	1.0	79	.6	13	1.0	169	34	18	15	9	26	12	30	10
WQBA	.8	56	1.0	77	.2	4	.8	137	2	4	36	6	18	12	9	31
WQED	.3	16	.5	39			.3	55	16				3	3	9	5
WSHE	.3	22	.3	25	.7	15	.4	62	19	3			3	1	9	
WSRF	.1	6	.2	19	.6	12	.6	37	5	1		10		5		
WTMI		3	.1	9			.1	12			1	2		1		2
WVCG	.5	37	.5	42			.5	79			13	11		4	14	12
WVOK	1.1	75	.6	44	.1	3	.7	122	15	17	34	8		31	9	12
WYDR		2	.2	12			.1	14						9	1	1
TOTAL	12.8	877	13.3	1066	6.9	148	12.3	2091	185	119	261	184	145	163	318	250

STATIONS	PERSONS REACHED ESTIMATES								PERSONS REACHED ESTIMATES BY AGE							
	MEN		WOMEN		TEENS		TOTAL		MEN	MEN	MEN	MEN	WC MEN	WC MEN	WOMEN	WOMEN
	PTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)	18-24 (00)	25-34 (00)	35-49 (00)	50-64 (00)	18-24 (00)	25-34 (00)	35-49 (00)	50-64 (00)
WATA	.9	59	.8	65			.7	124		7	4	20		3	23	20
WAXY	2.8	192	2.8	227	3.2	68	2.9	487	49	106	18	14	72	71	62	10
WBJS	.9	63	1.4	111	1.3	27	1.2	201	18	29	6	10	47	28	17	19
WCKD	.8	53	1.3	105	2.4	51	1.2	210	17	14		22	38	14	14	40
WCMO	1.3	88	1.6	128	.4	9	1.3	223	23		40	4	30	4	35	53
WEDR	2.1	143	2.4	198	2.8	59	2.3	390	43	90		69	96	14		
WFAB	5.8	400	6.2	498	1.2	26	5.4	924	4	20	170	118	74	29	150	130
WFTL	.8	52	1.2	95			.9	117	4	4	10	14	16	19	19	
WFUN	6.2	423	4.4	354	19.1	408	7.0	1183	183	141	67	27	53	158	124	19
WGHS	10.2	698	7.1	557	2.2	47	7.6	1299	45	75	202	173	5	64	180	184
WGLO	.5	36	.6	45			.5	81								
WGMA	1.9	133	1.0	81			1.3	214	35	13	47	30	12	12	5	26
WHYI	4.8	329	4.1	330	20.3	433	6.4	1092	128	98	45	35	82	94	19	29
WINZ	2.4	162	2.9	229	1.1	24	2.4	415	37	43	30	25	42	52	42	51
WTDJ	13.2	905	11.3	901	2.3	50	10.9	1856	9	80	211	263	30	77	171	218
WKAT	5.7	393	5.9	471	.3	6	5.1	870	15	27	55	128		14	45	144
WLYF	8.5	596	8.1	650	.6	12	7.3	1248	55	32	111	206	4	69	191	238
WVBN	4.7	325	8.9	712	9.5	203	7.3	1240	60	150	90	25	95	204	145	209
WVYO	3.0	204	1.9	150	11.7	249	3.5	603	104	79	21	51	51	62	31	
WCCN	3.2	223	2.6	205			2.5	428	24	10	65	71	78	15	50	23
WQAM	8.9	609	6.7	537	24.1	514	9.8	1660	235	196	117	53	207	141	129	48
WQBA	6.5	452	6.6	526	1.2	26	5.9	1004	21	49	214	92	70	71	138	149
WQED	.9	59	3.7	295	3.6	76	2.5	430	16	27	16	100	50	71	71	59
WSHE	3.0	209	2.5	198	14.1	302	4.2	709	132	38	29	10	127	40	31	
WSRF	1.3	86	.8	61	2.3	49	1.2	196	58				45	16		
WTMI	.7	51	1.0	81			.8	132		7	6	12	15	18	7	17
WVCG	5.1	351	5.4	428			4.6	779		10	152	107		37	119	114
WVOK	5.1	350	3.8	301	3.4	72	4.3	723	30	84	111	100	23	52	142	36
WYDR	1.9	129	2.2	179			1.8	308		7	43	62		24	53	60
TOTAL	70.1	4821	68.7	5497	59.9	1279	68.2	11597	650	842	1280	1129	773	952	1290	1316

TOTAL INCLUDES MEN, WOMEN AND TEENS

THE PULSE, INC. AVERAGE 1/4 HOUR AUDIENCE ESTIMATES IN-HOME & OUT-OF-HOME MONDAY-FRIDAY
MIAMI-FT. LAUDERDALE-HOLLYWOOD METRO AREAS 7P.M.-12 MID OCT-OEC, 1973

STATIONS	PERSONS REACHED ESTIMATES								PERSONS REACHED ESTIMATES BY AGE								
	MEN		WOMEN		TEENS		TOTAL		MEN	MEN	MEN	MEN	WOMEN	WOMEN	WOMEN	WOMEN	
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)	18-24 (00)	25-34 (00)	35-49 (00)	50-64 (00)	18-24 (00)	25-34 (00)	35-49 (00)	50-64 (00)	
#AIA	.2	12	.1	6	.2	5	.1	23	1		3						1
#AXY	.3	20	.3	26		1	.3	47	5			6	8				7
#BUS	.3	20	.1	10	.3	6	.2	36	9	8							
#CKO	.2	13	.4	29	1.6	34	.4	76	13	11			23	10		3	3
#CWO																	
#EDR		3	.3	20	.2	5	.2	28	3				10	7		3	
#FAB	.3	24	.5	42	.2	4	.4	70	1				8			21	5
#FTL	.1	10	.1	7			.1	17		4		6				2	
#FUN	.3	21	.1	6	.6	13	.2	40	5	12	1	3	4			1	1
#G9S	.7	47	.3	25	.9	19	.5	91	4	3	17	14		4		2	10
#GLO				2	.2	4		4									
#GMA	.1	6						8	6				2				
#HYI	.6	43	.5	41	3.8	81	1.0	165	30	8	5		19	14		3	3
#INZ	.1	5	.2	17	.2	5	.2	27	3				6				
#IOD	1.5	103	1.7	132	.2	4	1.4	239		10	27	20	6	4		13	41
#KAT	.1	4	.4	35			.2	39								2	11
#LYF	1.5	100	1.2	96	.1	2	1.2	198	13						5	21	47
#M8M	.5	35	.7	58	1.2	26	.7	119	17	18	31	40	22	22		4	10
#MYQ	.3	21	.4	31	1.4	30	.5	82	7	11	3		14	6		8	1
#OCN	.3	19	.2	13		1	.2	33	1		5	2				4	2
#OAM	.6	39	.4	34	3.4	72	.9	145	32	7			17			13	4
#OBA	.4	26	.6	44			.4	70		7			1		5	23	3
#RBD																	
#SHE	1.9	132	.8	61	3.8	82	1.6	275	93	25	14		46	12		3	
#SRF	.1	10		1	.1	2	.1	13	9	1			1				
#TMI	.2	16	.4	32			.3	48	6		1	7	10	10	1	1	2
#VCG	.1	5	.2	16			.1	21									
#WJK	.7	46	.1	10	.3	6	.4	62		12	5	14				3	6
#YDR	.2	13	.2	15			.2	28								5	2
TOTAL	12.2	839	10.3	821	18.7	400	12.1	2060	265	147	164	140	198	141	144	144	159

STATIONS	PERSONS REACHED ESTIMATES								PERSONS REACHED ESTIMATES BY AGE								
	MEN		WOMEN		TEENS		TOTAL		MEN	MEN	MEN	MEN	WOMEN	WOMEN	WOMEN	WOMEN	
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)	18-24 (00)	25-34 (00)	35-49 (00)	50-64 (00)	18-24 (00)	25-34 (00)	35-49 (00)	50-64 (00)	
#AIA	1.0	72	.7	52	1.0	21	.9	145	8		4	32	79	90		18	19
#AXY	3.5	241	2.8	222	3.5	75	3.2	539	65	132	4	14	14	90		27	23
#BUS	1.6	107	1.4	115	2.5	54	1.6	276	49	42	25	6	21	47		28	19
#CKO	.8	55	1.7	133	5.0	106	1.7	294	33	22		10	50	26		29	26
#EDR	1.4	95	2.1	166	2.8	50	1.9	320	77	13			78	60		14	
#FAB	6.2	424	7.0	628	1.8	39	6.4	1091	9	35	170	105	87	60		14	173
#FTL	1.1	76	.7	52			.8	129		13		28		16		206	13
#FUN	4.1	293	3.1	243	25.4	542	6.3	1073	157	69	40	17	97	60		10	58
#G9S	5.6	388	4.2	336	4.8	102	4.9	826	35	32	112	88		32		85	26
#GLO	.7	45	.5	40	.8	18	.6	103				14				5	26
#GMA	.9	63	.7	59			.7	122	35	9			12			19	
#HYI	5.6	387	3.7	294	31.0	662	7.9	1343	155	103	65	51	112	60		46	33
#INZ	1.2	84	1.7	133	1.9	41	1.5	259	21	36			23				
#IOD	11.0	757	10.2	816	5.2	111	9.9	1684		122	116	153	13	50		136	197
#KAT	3.4	250	3.9	314			3.1	564	15		33	101				27	103
#LYF	9.8	671	7.4	591	.6	12	7.5	1274	55	32	185	230			61	157	250
#M8M	2.0	135	3.3	260	6.6	142	3.2	537	69	67						22	40
#MYQ	1.0	207	1.9	155	17.2	367	4.3	729	131	70	6		103	71		29	7
#OCN	2.2	149	1.5	116	1.0	21	1.7	285	13	13	40	42	28			36	19
#OAM	6.4	439	2.9	232	31.7	678	7.9	1347	200	131	73	27	117	54		46	7
#OBA	6.3	433	2.2	655	1.5	33	6.6	1121	15	63	161	98	79	62		238	165
#RBD																	
#SHE	6.1	419	3.5	276	19.1	407	6.5	1102	289	101	29		193	57		36	
#SRF	.6	38	.4	32	3.0	64	.8	134	23	15			16	16			
#TMI	1.0	71	1.1	91			1.0	167	15	7	6	25	21	16		7	17
#VCG	2.8	154	3.4	270			2.7	464		10	87	55		34		72	62
#WJK	4.4	302	2.0	156	4.5	96	3.3	554	30	78	81	80	16	25		75	17
#YDR	2.7	197	2.3	181	.8	18	2.3	396			79	77	11	25		43	57
TOTAL	60.1	4134	53.3	4263	78.8	1683	59.3	10080	781	733	920	926	739	673	976	958	

TOTAL INCLUDES MEN, WOMEN AND TEENS

THE PULSE, INC. AVERAGE 1/4 HOUR AUDIENCE ESTIMATES IN-HOME & OUT-OF-HOME
MIAMI-FT. LAUDERDALE-HOLLYWOOD METRO AREAS POST-MID 12MID-6AM

MONDAY-FRIDAY
OCT-DEC, 1973

STATIONS	PERSONS REACHED ESTIMATES				PERSONS REACHED ESTIMATES BY AGE												
	MEN		WOMEN		TEENS		TOTAL		MEN 18-24	MEN 25-34	MEN 35-49	MEN 50-64	WOMEN 18-24	WOMEN 25-34	WOMEN 35-49	WOMEN 50-64	
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)	(00)	(00)	(00)	(00)	(00)	(00)	(00)	(00)	
WAIA		3		1													4
WAXY																	
WBUS				2													2
WCKO																	
WCMQ																	
WEDR																	3
WFA3																	
WFTL																	
WFUN		1		2													3
WGBS																	
WGLO																	4
WGMA		2		2													4
WHYI																	4
WINZ			.1	4													4
WIOD	.2	16	.4	32				.3									48
WKAT		1		2													3
WLYF		1		1													2
WMM		3	.2	16				.1									19
WMYQ			.1	5													5
WOCN			.1	4													4
WOAM	.3	19	.1	5		1	.1										25
WORA		1		3													4
WRBD																	
WSHE	.1	10		1			.1										11
WSRF																	
WTMI																	2
WVCG		1	.1	4													5
WVOK																	
WYDR																	
TOTAL	.8	58	1.1	89		1	.9										148

STATIONS	PERSONS REACHED ESTIMATES				PERSONS REACHED ESTIMATES BY AGE												
	MEN		WOMEN		TEENS		TOTAL		MEN 18-24	MEN 25-34	MEN 35-49	MEN 50-64	WOMEN 18-24	WOMEN 25-34	WOMEN 35-49	WOMEN 50-64	
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)	(00)	(00)	(00)	(00)	(00)	(00)	(00)	(00)	
WAIA	.2	15					.1										15
WAXY	.4	27	.1	3			.2										35
WBUS	.3	19	.2	19	1.3	27	.4										65
WCKO			.2	19			.1										19
WCMQ																	
WEDR			.3	26			.2										26
WFA3	.4	25	1.0	79			.5										104
WFTL																	
WFUN	.1	5	.4	23	1.6	35	.4										64
WGBS	.7	51	.5	37			.5										88
WGLO																	
WGMA	.5	34	.3	21			.3										55
WHYI			.1	9	.6	13	.1										22
WINZ			.4	29			.2										29
WIOD	1.6	111	3.2	258			2.2										369
WKAT	.5	32	.9	73			.6										105
WLYF	.6	39	.3	24			.4										63
WMM	.2	17	2.3	137			1.2										204
WMYQ	.1	8	.2	14	2.3	49	.4										71
WOCN		3	.4	35			.2										38
WOAM	1.1	75	.6	48	1.5	33	.9										156
WORA	.4	26	1.2	93			.7										119
WRBD																	
WSHE	2.6	179	.8	62	2.5	54	1.7										295
WSRF	.1	8	.1	8			.1										16
WTMI	.1	6	.1	9			.1										15
WVCG	.1	4	.2	16			.1										20
WVOK	.3	22	.3	20			.2										42
WYDR																	
TOTAL	8.8	604	10.8	862	3.2	69	9.0										1535

TOTAL INCLUDES MEN, WOMEN AND TEENS