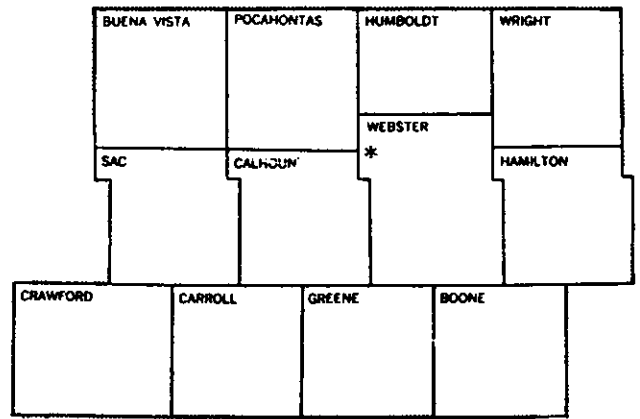


12 COUNTY

# PULSE

AREA REPORT, SEPTEMBER, 1961

## PERCENTAGE SHARE



75,900 Radio Families

	K-WMT	Station A	Station B
6 a.m. to 12 noon	26	13	25
12 noon to 6 p.m.	34	12	21

### By Time Periods

6:00 - 6:30	18	7	35
6:30 - 7:00	14	9	39
7:00 - 7:30	18	10	35
7:30 - 8:00	20	12	37
8:00 - 8:30	26	22	22
8:30 - 9:00	25	22	20
9:00 - 9:30	29	17	18
9:30 - 10:00	35	11	20
10:00 - 10:30	35	10	17
10:30 - 11:00	35	12	16
11:00 - 11:30	29	10	16
11:30 - 12:00	31	12	21
12:00 - 12:30	15	19	19
12:30 - 1:00	14	9	47
1:00 - 1:30	22	13	31
1:30 - 2:00	29	11	26
2:00 - 2:30	34	9	22
2:30 - 3:00	40	10	20
3:00 - 3:30	41	13	14
3:30 - 4:00	43	13	13
4:00 - 4:30	48	10	12
4:30 - 5:00	54	10	10
5:00 - 5:30	49	9	12
5:30 - 6:00	50	9	15

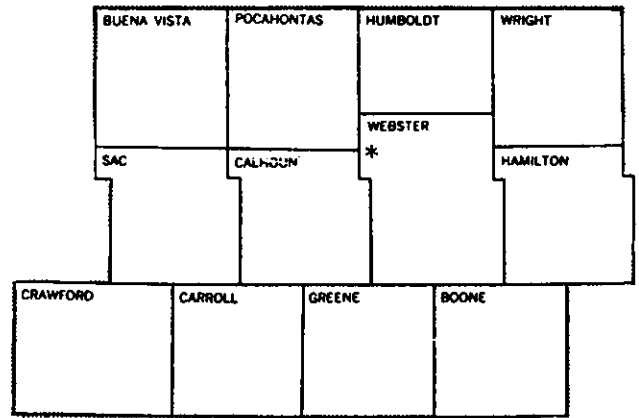
PETER  
McLANE

12 COUNTY

# PULSE

AREA REPORT, SEPTEMBER, 1961

## AUDIENCE COMPOSITION



75,900 Radio Families

### 6 A.M. to 6 P.M. Totals

	MEN	WOMEN	TEENS	CHILDREN	TOTAL
K-WMT	15,801	52,625	16,721	7,345	92,492
Station A	9,062	25,447	967	2,280	37,756
Station B	18,861	44,635	3,020	1,953	68,469

### By Time Periods

Time Period	Men	Women	Teens	Children	TOTAL	Men	Women	Teens	Children	TOTAL	
<b>6 - 7 A.M.</b>											
K-WMT	1,211	1,291	159	159	2,820	K-WMT	1,432	4,258	77	310	6,077
Station A	793	911	73	73	1,850	Station A	1,936	3,832	39	348	6,155
Station B	2,865	3,561	194	77	6,697	Station B	4,385	8,040	325	325	13,075
<b>7 - 8 A.M.</b>											
K-WMT	2,023	4,342	2,714	493	9,572	K-WMT	759	3,309	91	91	4,250
Station A	1,759	2,999	375	548	5,681	Station A	389	1,384	---	58	1,831
Station B	5,741	8,427	1,019	463	15,650	Station B	803	3,805	70	140	4,818
<b>8 - 9 A.M.</b>											
K-WMT	1,765	4,896	1,252	626	8,539	K-WMT	885	3,862	201	402	5,350
Station A	1,722	4,830	191	669	7,412	Station A	202	1,063	---	64	1,329
Station B	1,741	4,612	518	282	7,153	Station B	387	2,505	68	68	3,028
<b>9 - 10 A.M.</b>											
K-WMT	1,148	5,356	437	219	7,160	K-WMT	1,519	4,818	1,309	943	8,589
Station A	486	2,429	49	146	3,110	Station A	255	1,642	48	96	2,041
Station B	653	3,427	163	163	4,406	Station B	234	1,553	117	117	2,021
<b>10 - 11 A.M.</b>											
K-WMT	1,257	5,082	219	273	6,831	K-WMT	1,093	5,465	4,882	1,822	13,262
Station A	301	1,703	33	84	2,121	Station A	332	1,572	72	72	2,048
Station B	336	2,581	155	52	3,124	Station B	367	1,594	80	80	2,121
<b>11 - 12 Noon</b>											
K-WMT	1,243	4,639	143	191	6,216	K-WMT	1,466	5,307	5,237	1,816	13,826
Station A	384	1,676	35	70	2,165	Station A	503	1,406	52	52	2,013
Station B	461	2,971	173	87	3,692	Station B	888	1,559	138	99	2,684

*MCLANE*

Time Period	Men	Women	Teens	Children	TOTAL
<b>3 - 4 P.M.</b>					
K-WMT	1,519	4,818	1,309	943	8,589
Station A	255	1,642	48	96	2,041
Station B	234	1,553	117	117	2,021
<b>4 - 5 P.M.</b>					
K-WMT	1,093	5,465	4,882	1,822	13,262
Station A	332	1,572	72	72	2,048
Station B	367	1,594	80	80	2,121
<b>5 - 6 P.M.</b>					
K-WMT	1,466	5,307	5,237	1,816	13,826
Station A	503	1,406	52	52	2,013
Station B	888	1,559	138	99	2,684