PERCENT AUDIENCE COMPOSITION BY YOUTH SEGMENT

Ages	Nov. 1966	Jan. 1967	April 1967	July-Aug. 1967	Avg.
2-5	6.5	7.1	7.3	6.9	7.0
6-11	13.1	14.2	14.2	14.6	14.0
12-17	11.2	11.5	10.0	12.5	11.3
18-20	3.8	3.5	4.1	5.4	4.2
2-20	34.6	36.3	35.6	39.4	36.5
2-17	30.8	32.8	31.5	34.0	32.3
6-20	28.1	29.2	28.3	32.5	29.5
6-17	24.3	25.7	24.2	27.1	25.3
2-11	19.6	21.3	21.5	21.5	21.0

SOURCE: N. A. C. 1966-67

BHL/fc
12-15-67