

This Report is based on sampling telephone homes in the metropolitan area of this city using the Duplex - Coincidental method of interviewing. Possession of this report or of extracts therefrom renders any non-subscriber liable for full subscription costs.

Radio

CONTINUING MEASUREMENT of BROADCAST AUDIENCES

For the confidential use of:

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MOBILE, ALA.

November, 1964



C. E. HOOPER, INC.

BROADCAST AUDIENCE MEASUREMENTS

NEW YORK

WILTON

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It is the function of this Report to establish measurements showing the comparative size and distribution of broadcast audiences among telephone homes in the city zone of a specific city. The actual homes to which these measurements apply are telephone homes listed in the telephone directory(ies) for this city which are included in the Non-Toll Call Area.

The "RADIO HOOPERATINGS" for an individual city zone is based on interviewing which is also used to supply advertisers, agencies, talent firms, networks, stations, and station representatives with Ratings and other Indexes on their own and other competitive programs. It is typically produced with the joint financial support of the several stations serving that city. It is the aim of this statement to provide for the maximum constructive use of the Report, or of special tabulations or retabulations of its basic data without infringing on the rights and privileges of other factors in the industry, by outlining a plan of self-regulation governing its use by subscribing stations.

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* * * *

This Report is furnished on request under a continuing subscription and with the understanding that use of it will conform strictly with "Your Code of Practice" set forth herein. The Report is based on responses obtained by field investigators who are trained to interview respondents in the manner set forth in the Field Manual for Hooper Radio Reporters. Measurements, constantly in operation, are taken to test the validity of each interviewer's work. Safeguards to the accuracy of the responses are also introduced in the interviewing. The contents of this Report are believed by C. E. Hooper, Inc. to be reliable within the limits of statistical variations inherent in all sampling operations. However, since the contents are based on acceptance of responses as made, they cannot properly be guaranteed by C. E. Hooper, Inc.



INTRODUCTION

RADIO HOOPERATINGS

METHOD

Every figure appearing in this Report is a percentage, either using as 100% the total sample during the period reported on (example: "Radio Sets-in-Use" and "Ratings"), or, in the case of "Share of Radio Audience" comparisons, using as 100% that segment of the sample that was found listening during the period reported on.

All percentages contained in this Report are based on data secured by telephone interviews under precise rules and regulations set forth in "HOOPER RADIO REPORTERS' FIELD MANUAL", which achieves uniformity and comparability in the field work during all time periods between all stations, programs, networks, cities, etc. These rules apply to the detailed procedure to be followed by the interviewer in asking the following "duplex-coincidental" questions and recording the answers to:

"This is a Hooper Radio Survey. Were you listening to the radio when the telephone rang just now?"

- a) *"To what program, please?"*
- b) *"Will you please look at the dial and tell me to what number you are tuned?"*
- c) *"What station do you get at that number?"*

"Is anyone else in your home listening to any other radio now?"

- a) *"To what program, please?"*
- b) *"Will you please tell me to what dial number the radio is tuned?"*
- c) *"What station do you get at that number?"*

"About fifteen minutes ago, that was between (example) 7:00 and 7:15, were you listening to the radio?"

- a) *"To what program and station, please?"*
- "Was anyone else in your home listening to any other radio at that time?"*
- a) *"To what program and station, please?"*

THE SAMPLE

The size of the total random home sample varies directly with the length of the program or time period reported. The random home sample is approximately as follows per reported period:

Mon.-Fri.
1 Hr. Daytime
1200

The sample upon which this Report is based is a random selection of telephone homes located within the Non-Toll-Call area of this city. Inasmuch as the sample does not include homes outside the Non-Toll-Call area, the Report does not measure the total Audience to any station.

DEFINITIONS

- 1) *"Radio Sets-in-Use"* is the percentage of Total Homes which are listening to the radio. Where listening to a second program over a second radio set is reported in a home, that fact is reflected in both the *"Radio Sets-in-Use"* and in the individual station and/or time period ratings.
- 2) *"Ratings"* are the average size of the audience to the particular program and/or station. The name of the station, of the program, of identifiable talent, or of the sponsor is accepted as evidence of listening to a particular station.
- 3) *"Share of Radio Audience"* represents the proportion of the total radio audience listening to a particular program and/or station. This share, being unaffected by seasonal variations which may affect the size of both the Hooperating and the Sets, serves as a continuous comparative index to the program's and/or station's "competitive pull".
- 4) *"Other AM, FM"* includes local or distant radio stations "mentioned" which individually do not consistently total 1.0 of the listeners during the period reported on.



PRIVILEGE OF USE

ADVERTISER, AGENCY, NETWORK:

Advertiser, agency and network subscribers are not privileged to disclose contents of this Report to a non-subscribing station or its representative(s). Penalty: withdrawal of service.

STATIONS. REPRESENTATIVES:

Unauthorized possession or use of contents of this Report by non-subscribing station or its representative(s) automatically creates liability for full subscription cost.

SCHEDULE OF INTERVIEWING

Interviewing was conducted during the weeks of:

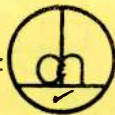
November 4-10 and 11-17, 1964

AREA SURVEYED

Interviewing for this Report was conducted in the following counties:

Mobile

Baldwin (part)



"DAYTIME AUDIENCES"

EXPLANATION OF PROGRAM LISTINGS

Space has been provided in the "Radio Hooperatings" section of this Report for program names to be inserted for each station by time-periods.

The programming in this Report is representative of the period reported. Absence of program names indicates that more than one program was broadcast during the time-period reported.

It is to be noted that where regular program talent is listed instead of program name, there may have been substitute talent within the period comprehended by this Report.

Should mistakes in names occur, the percentages of "Radio Sets-in-Use", "Rating" and "Share of Radio Audience" may nevertheless be considered correct for the station.

NOTE: Radio Stations WABB, WALA, WGOK, WKRG, WLIQ, WMOZ, WSIM and WTUF are authority for their own program listings.



RADIO HOOPERATINGS

CITY: MOBILE, ALA.

DATES: NOVEMBER 4-10 and 11-17, 1964

MONDAY THRU FRIDAY 7:00 A.M. - 7:00 P.M.

LOCAL TIME	RADIO SETS-IN-USE	W A B B			W A L A			W G O K			W K R G			W L I Q		
		PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.
7:00	18.8	Morning Mayor #	6.8	36.1	Gene Cooper #	2.0	10.4	Happy Johnny	0.5	2.8	Various & Jim Scott #	4.4	23.6	Various	0.9	4.9
8:00	12.7	" " #	2.1	16.8	Chuck Stevens #	1.2	9.7	Happy Johnny & Miss Mandy	0.9	7.1	Various & Jim Scott #	3.4	26.5		1.6	12.4
9:00	11.8	Hall Of Fame #	2.2	18.7	Grand Ole Opry #	1.2	10.3	Miss Mandy	1.2	10.3	Various & Arthur Godfrey	2.1	17.8	Breakfast Club#	1.4	12.1
10:00	7.5	" " " #	1.8	24.0	Chuck Stevens #	1.3	17.3	Sweet Chariot	0.9	12.0	Various & Les Woodruff #	1.6	21.3	Various & Music #	0.2	2.7
11:00	9.8	" " " #	1.7	17.5	Boots Barnes #	1.7	17.5	Happy Johnny	0.8	8.2	Various & Les Woodruff #	1.9	19.6	Music #	0.7	7.2
12:00	8.5	Wayne Moss #	1.1	13.0	" " #	1.0	11.6	" "	0.9	10.1	Various & Answer Please #	2.3	27.5	Various & Music #	0.9	10.1
1:00	7.3	" " #	1.4	19.7	" " #	1.0	13.6	Happy Johnny & Sun Beams	1.0	13.6		1.4	19.7	Music #	0.6	7.6
2:00	7.3	" " #	1.2	16.7	Boots Barnes # & Gene Cooper #	0.6	8.3	Spiritual Sun Beams	1.6	22.2	Various & Mike Gwynne #	0.8	11.1	" #	0.6	8.3
3:00	9.7	Ken Holliday #	3.4	35.4	Gene Cooper #	1.0	10.4	Happy Johnny	0.6	6.3	Various & Mike Gwynne #	1.4	14.6	" #	0.4	4.2
4:00	11.1	" " #	3.1	27.6	" " #	1.1	9.5	" "	2.0	18.1	Various & Mike Gwynne #	2.5	22.9	" #	0.5	4.8
5:00	11.6	" " #	4.9	42.5	Chuck Stevens #	1.5	13.2	Nov. Sign-Off 5:00 P.M.				3.9	34.0	Nov. Sign-Off 5:00 P.M.		
6:00	7.5	" " #	3.9	51.4		0.9	12.5					2.0	26.4			

Radio Sets-in-Use & Ratings

Base: Total Homes Called

Includes five minutes of other programming.

Share of Radio Audience

Base: Total Radio Mentions



CITY: MOBILE, ALA.

HOOPER RADIO AUDIENCE INDEX

MONTH: NOVEMBER, 1964

IN - HOME AUDIENCE ONLY

SHARE OF RADIO AUDIENCE

TIME	RADIO SETS-IN-USE	WABB	WABF	WALA	WGOK	WKRQ	WLIQ	*** WMOZ	WSIM	WTUF			OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A.M.-12:00 NOON	11.8	23.5	2.2	12.5	7.5	22.0	8.0	13.2	1.5	8.2			1.3	5,820
MONDAY THRU FRIDAY 12:00 NOON-6:00 P.M.	9.3	27.7	††	11.1	14.0†	22.2	6.6†	14.2†	2.2†	8.6†			2.7	6,988

*** This Station conducted a type of audience promotion during this survey which, in our opinion, could result in an inflation of their figures.

†† Less than 0.1

† The above measurements for Radio Stations WABF, WGOK, WLIQ, WMOZ, WSIM and WTUF are adjusted for broadcast time.

"Radio Sets-in-Use" is the percentage of Total Homes which are listening to the radio. Where listening to a second program over a second radio set is reported in a home, that fact is reflected in both the "Radio Sets-in-Use" and in the individual station "Shares." "Share of Radio Audience" represents the proportion of the total radio audience listening to a particular station.

Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions.

The Code of Practice governing the use of "RADIO HOOPERATINGS" applies to this "RADIO AUDIENCE INDEX."

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