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COMPREHENSIVE



FOR THE CONFIDENTIAL USE OF

SECTIONAL RATINGS

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C. E. HOOPER, INC.

BROADCAST AUDIENCE MEASUREMENTS
NEW YORK

Chicago

Norwalk

Hollywood

HE 8697
A 8 A 1 C 6
1948/49
WINTER/SPRING

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GOVERNING USE OF
COMPREHENSIVE HOOPERATINGS**

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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 and Television Reporters. Measurements, constantly in operation, are taken to test the validity of each interviewer's work. Safeguards to the accuracy of the listeners' 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 listeners' responses as made, they cannot properly be guaranteed by C. E. Hooper, Inc.



IMPORTANT NOTICE

from C. E. HOOPER, INC., 10 East 40th Street, New York, 16, N.Y.

June 20th, 1949

Because Los Angeles and San Francisco were on Daylight Saving Time instead of Pacific Standard Time during the month of December, 1948, Hooperatings cannot be reduced to "local time" merely by subtracting three hours from the New York time figure published for the Pacific area.

Accordingly, clients who wish to study specific time periods in terms of local time within the Pacific area are advised to supply C. E. Hooper, Inc. with full information on the broadcasts in question. Special computations will then be supplied as needed.



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GENERAL INTRODUCTION

The Report

COMPREHENSIVE HOOPERATINGS is published three times annually:

April	20th
June	20th
November	20th

Method and Scope

The random telephone coincidental method of interviewing is used exclusively in making the measurements reported here. This method has been used continuously by C. E. Hooper, Inc. since 1934. Every figure appearing in this Report is a percentage, using 100% of the total sample called during the period reported on (example - "Sets-In-Use" and "Ratings").

All percentages contained in this Report are based on data secured by telephone interviews under precise rules and regulations set forth in "HOOPER RADIO AND TELEVISION REPORTERS' FIELD MANUAL". The use of those standard instructions 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 coincidental questions and recording the answers to:

1. "Were you looking at television or listening to your radio just now?"
2. "To what program please?"
3. "What station please?"
4. (a) "What is advertised?"
(b) Audience composition questions.

The interviews are distributed evenly and continuously over the last 13 minutes of each 15 minute broadcast period.

Results obtained from the first question above are used for computation of "Sets-In-Use" percentages. The data on stations and programs "being listened to" are used to compute the "Hooperatings".

Measurements are based on telephone homes in 38 cities geographically well distributed over the nation. (See map on third cover)



"SECTIONAL HOOPERATINGS" REPORT

It is the function of this Report to establish a continuing record of the comparative popularity of network radio programs measured under conditions of uniform opportunity to listen to local transmission of broadcast by:

American Broadcasting Company.(ABC)
Columbia Broadcasting System.(CBS)
Mutual Broadcasting System.(MBS)
National Broadcasting Company.(NBC)

SECTIONAL HOOPERATINGS is a summary report designed to supply network ratings by "38 city" averages compared with "Sectional" Ratings for "East", "North Central", "South", "Mountain" and "Pacific". Daytime and early evening audiences are reported by fifteen-minute time period units Monday through Friday combined. Individual evening, Sunday afternoon and Saturday daytime audiences are reported by half-hour time period units.

In addition to the time period ratings, separate geographic Area ratings are reported for each nationally sponsored program broadcast during the five months comprehended by this Report, (or in case of programs not broadcast during the full five months, for the three or four most recent months comprehended by the Report). These Sectional ratings for individual programs are based on only those Hooper cities locally transmitting the programs and take into account rebroadcasts and/or transcriptions during Hooper interviewing hours, cancellations of a broadcast because of special event, etc.

Composition of the radio audience is also reported in terms of separate geographic areas, by one hour individual evenings, Saturday and Sunday daytime periods and Monday thru Friday daytime periods.

All measurements are based on findings secured by calling telephone homes in 38 large cities of uniform four network service in five geographic areas of the country. *Exceptions:* 8:00 A.M. to 11:00 A.M., New York Time, Monday through Saturday. (See Page C).



SAMPLE

The coincidental sample is distributed by areas of the country to approximate the distribution of radio homes (see map on third cover). The 36 city sample size by reported time periods is approximately as follows:

15 minute, five times weekly, Monday thru Friday daytime period	18,375 homes called
30 minute, once weekly evening period	14,700 homes called
30 minute, once weekly Sunday afternoon period	14,700 homes called
30 minute, once weekly Saturday daytime period	7,350 homes called
Grand total of homes called for the Publication of this Report	2,080,500

INTERVIEWING SCHEDULE

The interviewing weeks begin uniformly on the 1st and 15th of each month. (Exception: adjustments are made in interviewing dates where possible when National Holidays fall within scheduled weeks). The interviewing schedule for this Report, by local time periods, is as follows:

MONDAY THROUGH SATURDAY

Eastern Time Zone	8:00 A.M. - 11:00 P.M., 1 - 7 of each month
	6:00 P.M. - 11:00 P.M., 15 - 21 of each month
Central Time Zone	8:00 A.M. - 10:00 P.M., 1 - 7 of each month
	5:00 P.M. - 10:00 P.M., 15 - 21 of each month
Mountain Time Zone	8:00 A.M. - 10:00 P.M., 1 - 7 of each month
	4:00 P.M. - 10:00 P.M., 15 - 21 of each month
Pacific Time Zone	8:00 A.M. - 10:15 P.M., 1 - 7 of each month
	3:00 P.M. - 10:15 P.M., 15 - 21 of each month

SUNDAY AFTERNOON

Eastern Time Zone	12:00 Noon - 11:00 P.M.
Central Time Zone	11:00 A.M. - 10:00 P.M.
Mountain Time Zone	10:00 A.M. - 10:00 P.M.
Pacific Time Zone	9:00 A.M. - 10:15 P.M.



NOTE: NO interviewing is conducted prior to 8:00 A.M. local time. Evening interviewing periods included in this Report stop not later than 11:00 P.M. local time. See Page E, therefore, for exceptions in the 36 city base by specific time periods.

DESCRIPTION OF REPORTED PERCENTAGES

Sets-In-Use represents the aggregate audience of all programs during a period measured, or the per cent (of total homes called) found listening.

A Program Hooperating is a measurement of comparative network sponsored program popularity in cities of 4-network service. As such, it reflects properly the presence of full-program and part-program listeners in the sample and effects comparability between audiences to programs of different length, age, type, etc., and provides a measure of the comparative "appeal" of network programs, reflecting also influence of time of broadcast program preceding and following, programs competing but not comparative network strength.

Available Homes is the per cent of total homes called in which someone was at home and awake during the stated time period. It, plus "Not at Home" equals 100%.

COMPUTATION OF APPROXIMATE 36 CITY AVERAGES

Clients who wish to prepare for themselves a "36 City Average" SETS-IN-USE or HOOPERATING which would take into account a rebroadcast of a program to an area may do so by following the instructions below. It should be noted, however, that the resulting "36 City Average" SETS-IN-USE and/or HOOPERATINGS will be only an approximation of the regular Hooper "36 City" figure since weighting of the percentages themselves must be employed. Where an accurate and conclusive "36 City Average" is required, it is recommended that clients request such information directly from C. E. Hooper, Inc.

As stated under "Sample" above, Hooper interviewing is distributed by areas to approximate the distribution of radio homes. Thus, during normal calling 42.9% of the total Hooper sample is placed in the Eastern Area, 22.4% in the North Central Area, 18.4% in the Southern Area, 4.1% in the Mountain Area and 12.2% in the Pacific Area. To obtain "36 City Average" it is necessary to multiply each reported "Sectional" percentage for the time period in question by the per cent of the Hooper sample taken in that area. Addition of the results for the five areas then gives the approximate "36 City Average."



EXAMPLE: A "38 City Average" SETS-IN-USE is desired for the time period 8:00 P.M. - 8:30 P.M. New York Time, Sunday, in the Eastern, North Central, Southern and Mountain area, combined with the 11:00 P.M.-11:30 P.M., New York Time (8:00 P.M.-8:30 P.M., Pacific Time) Sunday period in the Pacific area:

SUNDAY	AREA	REPORTED "SECTIONAL" SETS-IN-USE	% OF HOOPER SAMPLE	
8:00 - 8:30 P.M., New York Time	Eastern	33.7	X 42.9	14.5
8:00 - 8:30 P.M., New York Time	North Central	32.8	X 22.4	7.3
8:00 - 8:30 P.M., New York Time	Southern	28.1	X 18.4	5.2
8:00 - 8:30 P.M., New York Time	Mountain	29.5	X 4.1	1.2
11:00 - 11:30 P.M., New York Time	Pacific	38.0	X 12.2	4.8

Approximate "38 City Average" SETS-IN-USE. . . 32.8
 The same procedure may be used to determine an approximate "38 City Average" Hooperating for any one of the networks.

EXPLANATION OF SYMBOLS USED ON REPORT PAGES

† No interviewing is reported in any area prior to 8:00 A.M. or after 11:00 P.M. local time. Sunday daytime interviewing begins at 12:00 NOON, New York Time. The SETS-IN-USE, HOOPERATING AND AVAILABLE HOMES Measurements appearing in the "Over-All Averages" column, normally based on all 38 Hooper checking points, are, therefore, subject to the following exceptions:

MONDAYS thru SATURDAYS

8:00 A.M. - 9:00 A.M., New York Time - Based on Eastern Area interviewing only.
 9:00 A.M. -10:00 A.M., New York Time - Based on Eastern, North Central and Southern Area interviewing only.
 10:00 A.M. -11:00 A.M., New York Time - Based on Eastern, North Central, Southern and Mountain Area interviewing only.

†† No "Sectional" Hooperatings are shown for the Mountain area on Saturday prior to 8:00 P.M., New York Time, because of sample limitations.



ADVERTISING AGENCIES

PLACING PROGRAMS DURING THE PERIOD COMPREHENDED BY THIS REPORT

(December, 1948 thru April, 1949)

Source: Network Radio Logs)

ADLER, WILLIAM HART, INC.

Smilin' Ed McConnell (Mantle Lamp Co. - last
b'dcast Dec. 1-7)

AUBREY, MOORE & WALLACE, INC.

True Detective Mysteries

AYER, N. W. & SON, INC.

Dorothy Dix (Jan.-Apr.)
Electric Theatre
Telephone Hour
Sealtest Variety Show

BATES, TED, & COMPANY

A Day in the Life of Dennis Day
Grand Slam
Our Miss Brooks

BATTEN, BARTON, DURSTINE & OSBORN, INC.

Adventures of Sam Spade
Cavalcade of America
Fred Waring Show (General Electric)
Hit the Jackpot
Hormel Girls Corps. (Mar.-Apr.)
Inner Sanctum
Jack Benny
Let's Pretend
Phil Harris - Alice Faye
Theatre Guild on the Air
Theatre of Today
What's My Name (Feb.-Apr.)
Your Hit Parade
Your Lucky Strike (Last b'dcast
Mar. 1-4)

BENNETT, VICTOR A., CO., INC.

Choraliers
Symphonette (Jan.-Apr.)

BENTON & BOWLES, INC.

Family Hour of Stars
Gangbusters (Dec.)
George Burns & Gracie Allen
House of Mystery
Jack Berch
Juvenile Jury
Life of Riley
Perry Mason
Portia Faces Life (Post's Bran Flakes)
Railroad Hour
Red Skelton
Rosemary
Welcome Travelers (Tide)
Wendy Warren & the News
When A Girl Marries (Diamond Crystal Salt)

BERMINGHAM, CASTLEMAN & PIERCE, INC.

Yours For A Song

BIOW COMPANY, INC., THE

Counterspy (Jan.-Apr.)
P.B.I. In Peace and War
Life Can Be Beautiful
Philip Morris Night with Horace Heidt
Philip Morris Playhouse
Stop the Music (Eversharp)
Take It or Leave It
This Is Your Life

BLACKETT, HILL & CO.

Captain Midnight

BROWN & BOWERS, INC.

Checkerboard Jamboree

BUCHANAN & CO.

Metropolitan Opera (Last b'dcast
Mar. 5)

BURNETT, LEO, COMPANY, INC.

Club Time
Fred Waring (Am. Heat)
Fred Waring (Minnesota Valley)
Galen Drake
H.V. Kaltenborn
Smilin' Ed McConnell (Brown Shoe Co.)

CAMPBELL-MITHUN, INC.

Arthur Godfrey (Gold Seal)

CECIL & PRESBREY, INC.

Kate Smith Sings
Queen For A Day (Philip Morris)
Stop the Music (Speidel Co.)
Twenty Questions

COMPTON ADVERTISING, INC.

Big Sister
Guiding Light
Lowell Thomas
Right to Happiness
Road of Life



ADVERTISING AGENCIES (Cont'd)

COMPTON ADVERTISING, INC. (Cont')

Truth or Consequences
 Welcome Travelers (Crisco)
 What Makes You Tick?
 Young Dr. Malone

COOPERATIVE

America's Town Meeting of the Air
 Ethel & Albert

DANCER-FITZGERALD-SAMPLE, INC.

Alan Young (Feb.-Apr.)
 American Album of Familiar Music
 Backstage Wife
 Betty Crocker Magazine of the Air
 Beulah
 Bride & Groom
 Brighter Day
 Front Page Farrell (Dec.-Jan.)
 Jack Smith Show
 Just Plain Bill (Dec.-Jan.)
 Light of the World
 Lone Ranger
 Lorenzo Jones
 Manhattan Merry-Go-Round (Last b'dcast
 Feb. 20)

Ma Perkins (CBS)
 Ma Perkins (NBC)
 Mr. Chameleon
 Mr. Keen, Tracer of Lost Persons
 Mystery Theatre
 Our Gal, Sunday
 Romance of Helen Trent
 Stella Dallas
 Young Widdie Brown

D'ARCY ADVERTISING CO., INC.

Fause that Refreshes on the Air (Last b'dcast
 Feb. 4)

Spike Jones

BOHERTY, CLIFFORD & SHENFIELD, INC.

Break the Bank
 Mr. District Attorney

DURSTINE, ROY S., INC.

Gabriel Heatter (Scrutan)
 Victor H. Lindlahr

ELLINGTON & COMPANY, INC.

Band of America

ERWIN, WASEY & CO., INC.

Contented Program
 Gabriel Heatter (Semler)

ESTY, WILLIAM, COMPANY, INC.

Blondie
 Bob Hawk Show
 Grand Ole Opry
 Jimmy Durante
 Screen Guild Players
 Vaughn Monroe Show

FOOTE, CONE & BELDING

Crime Photographer
 Give & Take
 Hallmark Playhouse
 Hint Hunt
 Ladies Be Seated (Toni Co.) (Last b'dcast Mar. 1-7)
 Lum & Abner
 My Friend Irma
 Portia Faces Life (Instant Postum)
 Stars Over Hollywood
 This Is Nora Drake (CBS)
 This Is Nora Drake (NBC) (Last b'dcast Jan. 2-8)

GARDNER ADVERTISING CO.

Mary Lee Taylor
 Mel Allen (Last b'dcast Dec. 4)
 Pet Milk Show
 Theatre U.S.A.
 Tom Mix

GEYER, NEWELL & GANGER, INC.

Edwin C. Hill - The Human Side of the News

GITTENS, BERT S., ADVERTISING AGENCY

National Park & Home Hour

GOTHAM ADVERTISING CO., INC.

Lutheran Hour

GRANT ADVERTISING, INC.

Curtain Time
 Dr. I. Q.
 Dr. I. Q., Jr. (Jan.-Apr.)
 Nick Carter, Master Detective

GUMMINNER, LAWRENCE CO., ADV. AGENCY, INC.

Pet Man, The

HENNY, HURST & McDONALD, INC.

Lassie

HEWITT, OGILVY, BENSON & MATHER

Three Star Extra (Mar.-Apr.)

HIRSHON-GARFIELD, INC.

Big 'n' Little Club (Mar.-Apr.)
 The Better Half (Last b'dcast Dec. 2)

HUGE, HUBER & SONS

John B. Kennedy
 Doubleday Quiz Club (Apr.)

HUMPHREY, H. B., COMPANY

Erwin D. Cannon - News
 Great Scenes from Great Plays (Last
 b'dcast Feb. 16)

HUTCHINS ADVERTISING AGENCY, INC.

Bing Crosby Show
 Breakfast Club (Philco)

IWEY, NEAL D., COMPANY

Inside of Sports

JONES, DUANE, CO., INC.

David Harum
 Lora Lawton
 We Love & Learn

KATI, THE CASARE, COMPANY

Carnegie Hall



ADVERTISING AGENCIES (Cont'd)

KENYON & ECKHARDT, INC.

County Fair
Ford Theatre
Your Song & Mine (Last b'dcast Dec. 15)

KLINGER ADVERTISING CORP.

Songs By Great Singers (Last b'dcast Feb. 6)

KUDNER AGENCY, INC.

Greatest Story Ever Told
Henry J. Taylor
Milton Berle
Take A Number

LAMBERT & PEASLEY, INC.

National Barn Dance (Mar.-Apr.)

LA ROCHE, C.J. & CO., INC.

Ladies Be Seated (Quaker) (Last b'dcast Mar. 1-7)
Talk Your Way Out Of It (Apr.)

LENNEN & MITCHELL, INC.

Original Amateur Hour
Stop the Music (P. Lorillard - 8:00 P.M.) (Apr.)
Stop the Music (P. Lorillard - 8:45 P.M.)

MARSCHALK & PRATT CO.

New York Philharmonic Symphony

MATHES, J.M., INCORPORATED

Strike It Rich (Last b'dcast Feb. 20)

MAC MANUS, JOHN & ADAMS, INC.

Garden Gate (Feb.-Apr.)

MAXON, INCORPORATED

Boxing Bout

McCANN-ERICKSON, INC.

Arthur Godfrey (National Biscuit)
Breakfast Club (Swift-9:30 A.M.-Thurs.)
Dr. Christian
Grand Central Station

McCANN-ERICKSON, INC. (Con't)

Harvest of Stars
Kay Kyser College of Fun & Knowledge
Little Herman (Jan.-Apr.)
Sheriff, The
Straight Arrow (Mon.) (Feb.-Apr.)
Straight Arrow (T T) (Mar.-Apr.)
Ted Malone

MEYERHOFF, ARTHUR, & CO.

Leave It to the Girls (Last b'dcast Dec. 3)

MURRAY, JOHN F. ADVERTISING AGENCY

Front Page Farrell (Feb.-Apr.)
Just Plain Bill (Feb.-Apr.)

NEEDHAM, LOUIS & BROWDY, INC.

Fibber McGee & Molly
Fred Waring Show (S.C. Johnson) (Last b'dcast
Dec. 1-7)

Great Gildersleeve

Junior Miss

Sky King

NEWELL-EMMETT CO.

Arthur Godfrey (Liggett & Myers)
Supper Club
Suspense
Tales of Fatima (Jan.-Apr.)

OLEAN ADVERTISING CO.

Whiz Quiz (Last b'dcast Dec. 4)

ORR, ROBERT W. & ASSOCIATES, INC.

Louella Parsons
Walter Winchell (Dec.)

PEDLAR & RYAN, INC.

Pepper Young's Family

REEVES, KNOX, ADVERTISING, INC.

Jack Armstrong
Today's Children

ROCHE, WILLIAMS & CLEARY, INC.

Alan Young Show (Jan.-Apr.)
Date with Judy (Last b'dcast Jan. 4)
Jo Stafford
Three Star Extra. (Dec.-Feb.)

RUTHHAUFF & RYAN, INC.

Amos 'n' Andy
Aunt Jenny
Behind the Front Page (Last b'dcast
Dec. 19)

Gene Autry Show

Mayor of the Town (Jan.-Apr.)

Shadow, The

ST. GEORGE & KEYS, INC.

Your Home Beautiful (Mar.-Apr.)

SCHWIMMER & SCOTT, INCORPORATED

Counterpy (Last b'dcast Dec. 5)

SEEDS, RUSSELL M., CO., INC.

People Are Funny
Red Skelton

SHERMAN & MARQUETTE

Bill Stern
Challenge of the Yukon
Judy Canova
Mr. & Mrs. North
Roy Rogers Show

SPECTOR, RAYMOND, INC.

American Forum of the Air

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

Anaair Hollywood Star Theatre
Big Story
Big Town
Gabriel Heatter (Carter)
(Last b'dcast Dec. 15-21)
Gabriel Heatter (Noxzema)
Jimmie Fidler (ABC)



ADVERTISING AGENCIES (Cont'd)

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC. (Con't)
 Jimmie Fidler (MBS)
 Stop the Music (Smith Bros.) (Dec.-Mar.)

SWEENEY & JAMES CO.
 Voice of Firestone

TATHAM-LAIRD, INC.
 Breakfast Club (General Mills)

THOMPSON, J. WALTER, COMPANY
 Breakfast Club (Swift-9:30 A.M. MTWF)
 Breakfast Club (Swift-9:15 A.M.)
 Charlie McCarthy Show (Last b'dcast Dec. 19)
 Fred Allen Show
 Johns-Manville News
 Meet the Meeks
 Music Hall
 My True Story
 One Man's Family (Last b'dcast Apr. 3)
 Radio Theatre
 Robert Merrill with the Boston Pops Orch.
 and Arthur Fiedler
 Winner Take All (Mar.-Apr.)

THWING & ALTMAN, INC.
 Handy Man (Jan.-Apr.)
 How to Get More Out of Life (ABC) (Feb.-Apr.)
 How to Get More Out of Life (CBS) (Jan.-Apr.)

WADE ADVERTISING AGENCY
 Herb Shriner Time
 Hilltop House
 News of the World
 Queen For A Day (Miles)
 Quiz Kids
 True or False

WALKER & DOWNING
 Fishing & Hunting Club of the Air

WALLACE-FERRY-HANLY COMPANY
 First Nighter

WARWICK & LEGLER, INC.
 Eddie Cantor
 Metropolitan Opera Auditions of the Air
 (Last b'dcast Mar. 6)
 This Is Your F.B.I.

WEINSTEIN & COMPANY
 Arthur Gaeth

WEINTRAUB, WIL. H., & CO., INC.
 Adventures of Sherlock Holmes
 Adventures of the Thin Man (Last b'dcast Jan. 20)
 Drew Pearson
 Guy Lombardo (Last b'dcast Jan. 9)
 Monday Morning Headlines
 Quick As A Flash
 Tomorrow's Headlines (Last b'dcast Jan. 8)
 Walter Winchell (Jan.-Apr.)
 William L. Shirer (Last b'dcast Apr. 3)

WEISS & GELLER, INC.
 Groucho Marx Show

WHEELLOCK, WARD, COMPANY
 Club 15
 Double or Nothing
 Edward R. Murrow

YOUNG & RUBICAM, INC.
 Aldrich Family
 Arthur Godfrey's Talent Scouts
 Bob Hope Show
 Duffy's Tavern
 Eric Sevareid & the News
 Gangbusters (Jan.-Apr.)
 G.E. House Party
 Jack Carson
 Meredith Willson (Last b'dcast Mar. 16)
 Mr. Ace & Jane (Last b'dcast Dec. 17)
 My Favorite Husband (Jan.-Apr.)
 Ozzie & Harriet
 Second Mrs. Burton

YOUNG & RUBICAM, INC. (Con't)
 Star Time with Dorothy Kilgallen
 We, The People
 When A Girl Marries (Calumet, Swansdown)

ZIMMER & KELLER, INC.
 This Changing World



COMPOSITION OF THE RADIO AUDIENCE

NUMBER LISTENERS PER LISTENING SET

NEW YORK TIME		SUNDAY EVENING					MONDAY EVENING					TUESDAY EVENING					WEDNESDAY EVENING					NEW T I
		Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC	Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC	Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC	Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC	
6:00-7:00 P.M.	Women	1.12	1.13	1.11	1.12	1.07	0.99	1.05	0.87	1.05	0.96	1.00	1.09	0.84	1.05	0.99	1.01	1.09	0.89	1.04	0.97	Women
	Men	0.87	0.94	0.87	0.85	0.67	0.63	0.81	0.54	0.55	0.27	0.61	0.78	0.50	0.58	0.30	0.64	0.83	0.55	0.61	0.23	Men
	Children	0.50	0.54	0.51	0.45	0.41	0.50	0.45	0.63	0.61	0.29	0.52	0.43	0.69	0.62	0.31	0.51	0.44	0.69	0.59	0.29	Children
	Total	2.49	2.61	2.49	2.42	2.15	2.12	2.31	2.04	2.21	1.52	2.13	2.30	2.03	2.25	1.60	2.16	2.36	2.13	2.24	1.49	Total
7:00-8:00 P.M.	Women	1.21	1.23	1.23	1.21	1.09	1.02	1.04	1.01	1.06	0.91	1.09	1.14	1.06	1.14	0.90	1.02	1.04	0.99	1.13	0.88	Women
	Men	0.96	0.99	1.03	0.93	0.78	0.74	0.78	0.80	0.78	0.38	0.76	0.79	0.84	0.78	0.41	0.72	0.77	0.77	0.76	0.38	Men
	Children	0.53	0.53	0.58	0.55	0.42	0.54	0.51	0.59	0.57	0.45	0.48	0.44	0.57	0.45	0.46	0.56	0.54	0.67	0.56	0.43	Children
	Total	2.70	2.75	2.84	2.69	2.29	2.30	2.33	2.40	2.41	1.74	2.33	2.37	2.47	2.37	1.77	2.30	2.35	2.43	2.45	1.69	Total
8:00-9:00 P.M.	Women	1.25	1.28	1.27	1.22	1.19	1.06	1.11	1.04	1.15	0.89	1.04	1.06	1.03	1.17	0.89	1.08	1.12	1.04	1.17	0.86	Women
	Men	0.96	0.99	0.99	0.92	0.88	0.76	0.82	0.75	0.78	0.57	0.75	0.74	0.78	0.83	0.64	0.77	0.80	0.80	0.80	0.61	Men
	Children	0.44	0.40	0.50	0.48	0.46	0.44	0.37	0.49	0.52	0.46	0.46	0.33	0.51	0.60	0.53	0.49	0.40	0.54	0.59	0.54	Children
	Total	2.65	2.67	2.76	2.62	2.53	2.26	2.30	2.28	2.45	1.92	2.25	2.13	2.32	2.60	2.06	2.34	2.32	2.38	2.56	2.01	Total
9:00-10:00 P.M.	Women	1.19	1.22	1.18	1.16	1.17	1.12	1.15	1.09	1.16	1.04	1.12	1.18	1.06	1.16	1.05	1.12	1.17	1.05	1.13	1.08	Women
	Men	0.89	0.94	0.92	0.82	0.83	0.77	0.80	0.77	0.74	0.69	0.80	0.83	0.77	0.81	0.77	0.79	0.85	0.80	0.72	0.72	Men
	Children	0.32	0.23	0.36	0.34	0.42	0.38	0.29	0.42	0.46	0.48	0.36	0.28	0.39	0.45	0.43	0.34	0.26	0.39	0.42	0.37	Children
	Total	2.40	2.39	2.46	2.32	2.42	2.27	2.24	2.28	2.36	2.21	2.28	2.29	2.22	2.42	2.25	2.25	2.28	2.24	2.27	2.17	Total
10:00-11:00 P.M.	Women	1.14	1.18	1.15	1.12	1.09	1.12	1.16	1.10	1.20	1.00	1.11	1.14	1.07	1.18	1.07	1.09	1.14	1.05	1.13	1.03	Women
	Men	0.88	0.91	0.91	0.79	0.86	0.79	0.85	0.80	0.76	0.69	0.79	0.86	0.76	0.78	0.73	0.78	0.82	0.81	0.78	0.66	Men
	Children	0.27	0.17	0.29	0.35	0.35	0.30	0.20	0.33	0.33	0.43	0.28	0.14	0.30	0.36	0.43	0.27	0.16	0.28	0.34	0.44	Children
	Total	2.29	2.26	2.35	2.26	2.30	2.21	2.21	2.23	2.29	2.29	2.18	2.14	2.13	2.32	2.23	2.14	2.12	2.14	2.25	2.13	Total
		THURSDAY EVENING					FRIDAY EVENING					SATURDAY EVENING					AVERAGES (All Evenings)					
6:00-7:00 P.M.	Women	1.06	1.15	0.94	1.04	1.00	1.00	1.06	0.87	1.02	1.03	1.04	1.09	0.96	1.07	0.99	0.99	0.99	0.93	1.06	1.01	Women
	Men	0.61	0.76	0.57	0.51	0.30	0.59	0.76	0.52	0.55	0.24	0.76	0.88	0.74	0.68	0.54	0.65	0.74	0.62	0.63	0.39	Men
	Children	0.49	0.45	0.60	0.55	0.32	0.50	0.44	0.65	0.54	0.33	0.44	0.46	0.44	0.49	0.30	0.47	0.42	0.60	0.54	0.33	Children
	Total	2.16	2.36	2.11	2.10	1.62	2.09	2.26	2.04	2.11	1.60	2.24	2.43	2.14	2.24	1.83	2.11	2.15	2.15	2.23	1.73	Total
7:00-8:00 P.M.	Women	1.05	1.10	1.01	1.12	0.91	1.01	1.05	0.99	1.06	0.84	1.09	1.14	1.12	1.07	0.94	1.04	1.02	1.07	1.12	0.94	Women
	Men	0.72	0.80	0.77	0.73	0.35	0.71	0.76	0.76	0.74	0.36	0.81	0.86	0.87	0.77	0.58	0.75	0.76	0.84	0.79	0.50	Men
	Children	0.52	0.44	0.61	0.61	0.45	0.54	0.49	0.59	0.62	0.51	0.46	0.46	0.52	0.47	0.36	0.50	0.45	0.59	0.55	0.44	Children
	Total	2.29	2.34	2.39	2.46	1.71	2.26	2.30	2.34	2.42	1.71	2.36	2.46	2.51	2.31	1.88	2.29	2.23	2.50	2.46	1.88	Total
8:00-9:00 P.M.	Women	1.04	1.07	1.00	1.10	0.90	1.09	1.13	1.07	1.14	0.93	1.14	1.18	1.10	1.16	1.06	1.04	0.99	1.09	1.16	0.97	Women
	Men	0.74	0.77	0.75	0.75	0.64	0.76	0.80	0.79	0.74	0.63	0.82	0.86	0.83	0.78	0.70	0.75	0.72	0.82	0.81	0.68	Men
	Children	0.48	0.43	0.55	0.48	0.53	0.49	0.39	0.51	0.66	0.52	0.47	0.41	0.54	0.40	0.40	0.44	0.34	0.52	0.55	0.49	Children
	Total	2.26	2.27	2.30	2.33	2.07	2.34	2.32	2.37	2.54	2.08	2.43	2.45	2.47	2.48	2.16	2.23	2.05	2.43	2.52	2.14	Total
9:00-10:00 P.M.	Women	1.09	1.13	1.07	1.11	1.02	1.12	1.14	1.10	1.20	1.02	1.12	1.09	1.15	1.22	1.02	1.06	1.00	1.10	1.16	1.06	Women
	Men	0.77	0.81	0.76	0.72	0.75	0.79	0.82	0.78	0.75	0.77	0.85	0.86	0.92	0.81	0.78	0.76	0.73	0.82	0.77	0.76	Men
	Children	0.36	0.23	0.41	0.48	0.46	0.40	0.35	0.39	0.45	0.47	0.43	0.35	0.46	0.48	0.51	0.35	0.24	0.40	0.44	0.45	Children
	Total	2.22	2.17	2.24	2.31	2.23	2.31	2.31	2.27	2.40	2.26	2.40	2.30	2.53	2.51	2.31	2.17	1.97	2.32	2.37	2.27	Total
10:00-11:00 P.M.	Women	1.07	1.10	1.06	1.12	1.00	1.01	1.01	1.00	1.03	1.01	1.13	1.15	1.09	1.22	1.05	1.06	1.02	1.08	1.15	1.04	Women
	Men	0.75	0.79	0.76	0.73	0.70	0.82	0.86	0.81	0.80	0.76	0.84	0.86	0.85	0.83	0.78	0.78	0.77	0.81	0.78	0.74	Men
	Children	0.27	0.14	0.30	0.33	0.43	0.29	0.19	0.28	0.38	0.43	0.36	0.28	0.32	0.45	0.48	0.28	0.16	0.30	0.37	0.43	Children
	Total	2.09	2.03	2.12	2.18	2.13	2.12	2.06	2.09	2.21	2.20	2.33	2.29	2.26	2.50	2.31	2.12	1.95	2.19	2.30	2.21	Total

COMPOSITION OF THE RADIO AUDIENCE

NUMBER LISTENERS PER LISTENING SET

NEW YORK TIME		MONDAY thru FRIDAY DAYTIME					SATURDAY DAYTIME					SUNDAY (Afternoon)					NEW YORK TIME	
		Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC	Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC	Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC		
6:30 A.M.	Women	1.04	1.04				1.07	1.07									Women	6:30-9:00 A.M.
	Men	0.36	0.36				0.47	0.47									Men	
	Children	0.38	0.38				0.56	0.56									Children	
	Total	1.78	1.78				2.10	2.10									Total	
8:30 A.M.	Women	1.09	1.06	1.08	1.14		1.00	1.00	0.99	1.02							Women	9:00-10:00 A.M.
	Men	0.26	0.23	0.28	0.29		0.47	0.46	0.51	0.46							Men	
	Children	0.31	0.24	0.39	0.36		0.58	0.53	0.66	0.58							Children	
	Total	1.66	1.53	1.75	1.79		2.05	1.99	2.16	2.06							Total	
11:00 A.M.	Women	1.08	1.08	1.07	1.12		0.99	0.98	1.01	1.04							Women	10:00-11:00 A.M.
	Men	0.23	0.22	0.20	0.22		0.40	0.43	0.35	0.41							Men	
	Children	0.25	0.23	0.21	0.26		0.66	0.66	0.66	0.68							Children	
	Total	1.56	1.53	1.48	1.60		2.05	2.07	2.02	2.13							Total	
12:00 P.M.	Women	1.07	1.10	1.06	1.11	0.99	0.93	0.93	0.88	1.03	0.88						Women	11:00-12:00 P.M.
	Men	0.22	0.22	0.20	0.22	0.26	0.34	0.40	0.23	0.29	0.41						Men	
	Children	0.22	0.22	0.19	0.26	0.24	0.67	0.72	0.69	0.54	0.68						Children	
	Total	1.51	1.54	1.45	1.59	1.49	1.94	2.05	1.80	1.86	1.97						Total	
1:30 P.M.	Women	1.07	1.09	1.06	1.10	1.01	1.06	1.09	0.92	1.17	1.01	1.14	1.19	1.08	1.17	1.04	Women	12:00-1:00 P.M.
	Men	0.25	0.29	0.21	0.24	0.19	0.44	0.55	0.38	0.33	0.32	0.77	0.85	0.73	0.69	0.70	Men	
	Children	0.23	0.27	0.20	0.22	0.14	0.46	0.50	0.41	0.44	0.47	0.42	0.41	0.45	0.42	0.40	Children	
	Total	1.55	1.65	1.47	1.56	1.34	1.96	2.14	1.71	1.94	1.80	2.33	2.45	2.26	2.28	2.14	Total	
2:00 P.M.	Women	1.08	1.10	1.07	1.10	1.04	1.03	1.08	0.98	1.08	0.90	1.11	1.15	1.07	1.17	1.00	Women	1:00-2:00 P.M.
	Men	0.25	0.24	0.26	0.33	0.19	0.50	0.58	0.49	0.45	0.38	0.84	0.93	0.79	0.78	0.73	Men	
	Children	0.22	0.17	0.31	0.27	0.14	0.48	0.43	0.48	0.55	0.54	0.39	0.38	0.41	0.45	0.29	Children	
	Total	1.55	1.51	1.64	1.70	1.37	2.01	2.09	1.95	2.08	1.82	2.34	2.46	2.27	2.40	2.02	Total	
3:30 P.M.	Women	1.09	1.09	1.07	1.14	1.06	1.00	0.94	1.06	1.19	0.89	1.14	1.17	1.10	1.25	0.99	Women	2:00-3:00 P.M.
	Men	0.24	0.25	0.24	0.25	0.22	0.49	0.51	0.56	0.43	0.43	0.88	0.97	0.88	0.82	0.68	Men	
	Children	0.19	0.17	0.20	0.16	0.22	0.32	0.31	0.35	0.32	0.31	0.40	0.33	0.46	0.51	0.36	Children	
	Total	1.52	1.51	1.51	1.55	1.50	1.81	1.76	1.97	1.94	1.63	2.42	2.47	2.44	2.58	2.03	Total	
4:30 P.M.	Women	1.07	1.06	1.07	1.12	1.06	1.00	0.99	1.04	1.03	0.95	1.11	1.14	1.04	1.19	1.07	Women	3:00-4:00 P.M.
	Men	0.23	0.25	0.19	0.20	0.25	0.59	0.65	0.60	0.60	0.44	0.82	0.91	0.81	0.76	0.68	Men	
	Children	0.21	0.25	0.17	0.23	0.14	0.32	0.31	0.28	0.35	0.35	0.35	0.35	0.35	0.38	0.33	Children	
	Total	1.51	1.56	1.43	1.55	1.45	1.91	1.95	1.92	1.98	1.74	2.28	2.40	2.20	2.33	2.08	Total	
5:00 P.M.	Women	1.07	1.05	1.04	1.15	1.06	1.01	0.97	1.09	1.07	0.94	1.10	1.15	1.06	1.12	1.02	Women	4:00-5:00 P.M.
	Men	0.26	0.32	0.22	0.21	0.24	0.70	0.79	0.69	0.61	0.54	0.80	0.87	0.81	0.74	0.68	Men	
	Children	0.32	0.40	0.26	0.37	0.13	0.33	0.26	0.40	0.37	0.35	0.38	0.39	0.42	0.38	0.34	Children	
	Total	1.65	1.77	1.52	1.73	1.43	2.04	2.02	2.18	2.05	1.83	2.28	2.41	2.29	2.24	2.04	Total	
6:00 P.M.	Women	0.98	0.94	0.96	1.05	1.04	1.00	1.06	1.00	0.94	0.91	1.11	1.15	1.10	1.12	0.99	Women	5:00-6:00 P.M.
	Men	0.39	0.49	0.33	0.32	0.21	0.77	0.88	0.73	0.68	0.59	0.83	0.92	0.82	0.78	0.65	Men	
	Children	0.50	0.63	0.44	0.44	0.17	0.39	0.43	0.31	0.39	0.40	0.42	0.48	0.40	0.35	0.33	Children	
	Total	1.87	2.06	1.73	1.81	1.42	2.16	2.37	2.04	2.01	1.90	2.36	2.55	2.32	2.25	1.97	Total	

"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

DAYTIME AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 NOON	ABC	2.4	2.5	2.3	2.8	2.4	1.5	9:00 A.M.
	CBS	3.1	3.3	2.1	3.6	6.9	2.5	
TO 12:30 P.M.	MBS	2.1	2.4	2.2	1.8	1.5	1.6	TO 9:30 A.M.
	NBC	3.5	3.8	3.6	3.4	3.3	2.3	
Sets-In-Use		17.5	19.4	16.2	16.9	19.7	13.7	
Available Homes		78.8	78.0	80.6	74.1	86.4	83.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:30 P.M.	ABC	3.4	3.0	4.8	3.7	1.9	2.1	10:30 A.M.
	CBS	3.5	3.7	3.6	3.5	4.7	2.2	
TO 2:00 P.M.	MBS	2.2	2.4	2.3	2.0	1.1	2.5	TO 11:00 A.M.
	NBC	3.7	3.6	3.8	4.4	3.6	3.0	
Sets-In-Use		20.6	21.7	21.2	20.3	15.8	17.6	
Available Homes		78.6	77.3	82.6	75.7	80.9	79.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 P.M.	ABC	3.1	3.1	3.5	4.0	2.1	1.2	9:30 A.M.
	CBS	3.2	3.5	2.7	3.1	4.9	2.6	
TO 1:00 P.M.	MBS	2.2	2.3	2.5	2.2	1.5	1.4	TO 10:00 A.M.
	NBC	3.4	3.5	2.7	4.5	3.4	2.3	
Sets-In-Use		19.6	21.4	19.0	20.0	16.2	15.1	
Available Homes		79.0	79.5	80.2	73.8	81.9	82.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:00 P.M.	ABC	4.1	3.2	7.4	3.6	2.8	2.9	11:00 A.M.
	CBS	4.0	4.2	3.9	4.2	5.1	2.4	
TO 2:30 P.M.	MBS	2.6	2.5	2.8	2.4	2.5	3.2	TO 11:30 A.M.
	NBC	4.1	3.5	4.8	5.0	5.1	3.5	
Sets-In-Use		22.7	22.7	26.0	20.3	19.1	21.9	
Available Homes		78.2	76.2	83.2	76.9	79.7	77.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:30 P.M.	ABC	3.0	2.9	3.7	3.3	2.7	1.9	10:00 A.M.
	CBS	3.5	3.7	4.3	3.2	4.0	1.6	
TO 1:30 P.M.	MBS	2.5	2.4	2.7	2.5	2.7	2.9	TO 10:30 A.M.
	NBC	3.4	3.2	3.4	4.4	4.0	2.5	
Sets-In-Use		20.7	21.9	21.5	20.0	18.4	17.1	
Available Homes		79.3	79.6	81.2	75.1	79.6	81.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:30 P.M.	ABC	4.6	4.2	6.5	4.9	4.1	2.4	11:30 A.M.
	CBS	3.4	3.2	4.1	3.2	5.2	2.7	
TO 3:00 P.M.	MBS	3.3	3.6	3.4	3.2	2.2	2.6	TO 12:00 NOON
	NBC	4.4	3.9	4.2	4.8	7.2	5.3	
Sets-In-Use		23.8	24.4	25.6	22.2	22.7	20.8	
Available Homes		76.3	73.9	82.6	74.8	81.8	74.6	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

DAYTIME AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 P.M.	ABC	3.2	3.1	3.5	3.7	3.1	2.2	12:00 NOON
	CBS	3.8	3.9	3.8	3.3	5.5	3.4	
	MBS	4.0	3.6	5.9	2.7	5.9	3.2	
	NBC	5.2	4.0	5.0	6.7	10.1	6.1	
Sets-In-Use		23.7	23.6	25.8	21.7	26.7	21.8	
Available Homes		74.9	71.7	79.9	74.6	84.1	73.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:30 P.M.	ABC	2.8	2.9	2.7	2.6	3.0	3.3	1:30 P.M.
	CBS	2.9	2.6	3.1	3.0	5.5	2.3	
	MBS	9.8	9.2	11.5	7.6	15.2	10.3	
	NBC	3.6	2.9	4.1	4.2	5.1	3.7	
Sets-In-Use		27.1	24.6	26.4	22.8	29.7	26.9	
Available Homes		71.1	69.3	74.0	68.5	78.4	74.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 P.M.	ABC	2.6	2.7	2.8	2.3	2.5	2.2	12:30 P.M.
	CBS	3.8	3.5	4.7	2.7	5.8	4.3	
	MBS	5.3	4.8	7.1	4.0	9.4	4.1	
	NBC	6.9	5.3	7.1	8.5	13.0	8.3	
Sets-In-Use		25.9	25.5	27.9	22.7	33.2	26.0	
Available Homes		73.7	70.6	77.7	73.0	83.7	74.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:00 P.M.	ABC	2.6	2.5	2.5	3.0	3.1	2.5	2:00 P.M.
	CBS	3.2	2.8	3.6	3.3	5.8	3.1	
	MBS	11.5	12.4	13.6	7.7	13.7	9.3	
	NBC	3.4	3.1	3.2	3.6	6.2	3.6	
Sets-In-Use		26.1	26.8	27.1	22.3	30.0	26.4	
Available Homes		70.9	70.4	73.1	69.7	72.7	69.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 P.M.	ABC	2.2	2.0	2.2	2.6	2.6	2.1	1:00 P.M.
	CBS	3.4	3.4	3.8	3.1	4.4	3.1	
	MBS	7.5	7.1	8.4	7.1	10.5	6.7	
	NBC	5.9	4.7	6.3	6.6	7.3	8.4	
Sets-In-Use		25.3	24.5	26.6	23.6	27.5	27.7	
Available Homes		72.4	69.7	75.1	71.4	79.6	75.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:30 P.M.	ABC	3.9	4.0	4.0	3.8	4.1	3.3	2:30 P.M.
	CBS	5.3	5.2	5.5	4.9	7.7	4.9	
	MBS	7.9	8.7	7.9	6.7	8.1	6.3	
	NBC	4.9	4.9	5.3	4.5	5.7	4.3	
Sets-In-Use		27.2	29.2	27.7	23.1	29.5	24.7	
Available Homes		71.6	71.3	75.2	70.0	72.7	68.2	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	8.0	9.0	8.4	9.4	3.3	3.5	3:00 P.M.
	CBS	6.1	5.7	6.9	4.7	10.1	7.0	
	MBS	7.7	8.1	8.8	6.5	10.3	5.6	
	NBC	4.3	4.2	4.3	4.8	3.7	3.8	
Sets-In-Use		31.5	33.7	32.8	28.1	29.5	27.7	P.M.
Available Homes		72.7	72.7	74.9	72.2	73.9	69.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	2.8	3.4	2.4	3.0	1.3	1.4	4:30 P.M.
	CBS	16.3	16.0	17.9	18.3	17.7	11.3	
	MBS	3.7	4.3	4.2	2.5	5.2	1.8	
	NBC	14.9	14.2	16.4	13.4	15.6	16.7	
Sets-In-Use		41.9	44.0	43.7	39.2	41.4	35.4	P.M.
Available Homes		72.9	72.7	76.5	73.0	72.9	67.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	5.3	6.1	5.0	5.2	4.6	3.3	3:30 P.M.
	CBS	8.2	8.3	9.6	7.2	8.2	7.0	
	MBS	7.6	7.8	8.8	6.7	9.5	5.8	
	NBC	7.2	7.7	7.7	7.6	5.9	4.7	
Sets-In-Use		33.2	35.9	34.6	29.9	29.3	27.5	P.M.
Available Homes		72.9	73.6	76.0	72.6	70.6	66.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	15.9	17.1	16.8	16.7	15.0	9.9	5:00 P.M.
	CBS	9.1	8.3	10.3	11.1	12.0	5.5	
	MBS	3.0	3.5	3.5	2.6	1.7	1.8	
	NBC	11.7	10.8	12.5	10.5	13.7	14.7	
Sets-In-Use		44.0	46.0	45.6	42.8	43.0	36.3	P.M.
Available Homes		73.8	73.4	76.7	73.9	76.1	68.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	2.5	2.4	2.4	3.0	1.6	2.6	4:00 P.M.
	CBS	18.5	19.7	20.2	16.2	20.5	13.9	
	MBS	4.4	4.6	5.7	3.9	5.2	2.1	
	NBC	10.7	10.2	13.1	9.8	13.4	8.4	
Sets-In-Use		40.4	43.4	44.0	35.6	41.1	31.0	P.M.
Available Homes		73.3	72.7	77.8	73.2	76.6	66.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	20.4	20.8	20.1	22.5	19.6	16.5	5:30 P.M.
	CBS	7.2	6.7	9.0	8.7	5.5	4.1	
	MBS	1.5	1.3	1.9	1.3	1.1	1.5	
	NBC	9.8	9.6	10.6	8.2	11.8	10.9	
Sets-In-Use		43.7	46.4	44.6	42.2	38.9	37.1	P.M.
Available Homes		74.2	74.4	76.6	72.7	73.3	71.6	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
10:00	ABC	18.6	18.7	16.9	21.3	18.2	17.3	6:00	10:30	ABC	5.2	4.0	5.6	6.0	8.4	6.2	7:30
	CBS	7.3	6.3	9.1	8.2	9.8	5.4	P.M.		CBS	8.2	7.0	11.0	7.5	7.1	8.9	P.M.
	MBS	3.3	3.7	3.0	3.0	2.1	3.0	6:30	11:00	MBS	2.3	2.4	1.9	1.0	3.7	3.8	8:00
	NBC	8.3	7.6	9.7	7.0	10.9	8.7	P.M.		NBC	9.9	7.2	11.2	8.2	14.9	18.9	P.M.
Sets-In-Use		42.4	43.8	42.6	41.6	42.4	38.3		Sets-In-Use		29.6	24.7	34.1	25.0	38.1	43.5	
Available Homes		74.5	74.8	76.4	74.2	76.5	69.9		Available Homes		75.5	72.2	79.5	78.8	81.4	72.3	

11:30	ABC	11.1	10.8	11.0	11.0	12.6	12.2	6:30	11:00	ABC					12.1	9.5	8:00
	CBS	9.9	8.6	12.2	10.4	13.4	8.4	P.M.		CBS					6.2	10.4	P.M.
	MBS	2.9	2.7	3.6	2.4	1.7	3.3	to	to	MBS					2.5	6.4	to
	NBC	8.9	7.6	10.1	8.9	13.2	9.7	7:00	11:30	NBC					15.7	12.3	8:30
Sets-In-Use		37.9	37.7	40.1	34.9	43.2	37.6	P.M.	Sets-In-Use						38.0	43.5	P.M.
Available Homes		75.3	75.4	76.6	77.4	74.8	69.4		Available Homes						78.2	72.3	

12:00	ABC	10.3	9.9	10.6	9.5	13.1	12.1	7:00	11:30	ABC					5.6	6.2	8:30
	CBS	7.6	6.9	7.9	8.1	5.7	8.8	P.M.		CBS					6.6	18.2	P.M.
	MBS	2.3	2.0	2.5	1.8	3.9	3.5	to	to	MBS					1.9	5.0	to
	NBC	11.5	8.8	14.5	11.1	17.1	14.6	7:30	12:00	NBC					9.3	7.1	9:00
Sets-In-Use		36.2	33.6	39.1	33.4	41.7	42.7	P.M.	MON.	Sets-In-Use					25.7	42.1	P.M.
Available Homes		75.4	73.8	78.6	77.7	76.4	71.7		Available Homes						81.0	74.6	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS					Pacific Time
		Over-All Averages	"Sectional" Hooperatings				
			East	North Central	South	Mountain	
12:00	ABC					2.8	9:00
MID	CBS					18.5	P.M.
TO	MBS					4.0	TO
12:30 A.M.	NBC					5.5	9:30
Sets-In-Use						35.7	P.M.
Available Homes						75.2	

New York Time	Net-Work	HOOPERATINGS					Pacific Time
		Over-All Averages	"Sectional" Hooperatings				
			East	North Central	South	Mountain	
	ABC						
	CBS						
	MBS						
	NBC						
Sets-In-Use							
Available Homes							

New York Time	Net-Work	HOOPERATINGS					Pacific Time
		Over-All Averages	"Sectional" Hooperatings				
			East	North Central	South	Mountain	
12:30 A.M.	ABC					3.6	9:30
TO	CBS					16.8	P.M.
1:00 A.M.	MBS					2.0	TO
	NBC					4.4	10:00
Sets-In-Use						32.1	P.M.
Available Homes						76.6	

New York Time	Net-Work	HOOPERATINGS					Pacific Time
		Over-All Averages	"Sectional" Hooperatings				
			East	North Central	South	Mountain	
	ABC						
	CBS						
	MBS						
	NBC						
Sets-In-Use							
Available Homes							

New York Time	Net-Work	HOOPERATINGS					Pacific Time
		Over-All Averages	"Sectional" Hooperatings				
			East	North Central	South	Mountain	
1:00 A.M.	ABC					5.2	10:00
TO	CBS					10.8	P.M.
1:15 A.M.	MBS					2.1	TO
	NBC					6.0	10:15
Sets-In-Use						29.3	P.M.
Available Homes						76.4	

New York Time	Net-Work	HOOPERATINGS					Pacific Time
		Over-All Averages	"Sectional" Hooperatings				
			East	North Central	South	Mountain	
	ABC						
	CBS						
	MBS						
	NBC						
Sets-In-Use							
Available Homes							



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 A.M.	ABC	2.1 ↑	2.1					
	CBS	3.7 ↑	3.7					
	MBS	2.8 ↑	2.8					
	NBC	3.8 ↑	3.8					
Sets-In-Use		15.8 ↑	15.8					
Available Homes		78.9 ↑	78.9					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:45 A.M.	ABC	2.3 ↑	2.3					
	CBS	2.7 ↑	2.7					
	MBS	2.5 ↑	2.5					
	NBC	3.2 ↑	3.2					
Sets-In-Use		14.0 ↑	14.0					
Available Homes		76.3 ↑	76.3					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:15 A.M.	ABC	2.1 ↑	2.1					
	CBS	3.3 ↑	3.3					
	MBS	2.4 ↑	2.4					
	NBC	3.5 ↑	3.5					
Sets-In-Use		14.6 ↑	14.6					
Available Homes		79.2 ↑	79.2					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 A.M.	ABC	4.1 ↑	3.4	5.4	3.7			
	CBS	3.7 ↑	2.9	4.6	4.2			
	MBS	2.6 ↑	2.7	3.2	1.7			
	NBC	3.2 ↑	2.5	3.3	4.5			
Sets-In-Use		16.6 ↑	15.3	18.8	16.7			
Available Homes		78.3 ↑	75.3	82.4	79.9			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 A.M.	ABC	2.4 ↑	2.4					
	CBS	2.7 ↑	2.7					
	MBS	2.4 ↑	2.4					
	NBC	3.4 ↑	3.4					
Sets-In-Use		14.1 ↑	14.1					
Available Homes		77.7 ↑	77.7					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:15 A.M.	ABC	5.4 ↑	4.2	7.2	5.8			
	CBS	3.2 ↑	2.8	4.0	3.1			
	MBS	2.1 ↑	2.3	2.5	1.5			
	NBC	2.6 ↑	2.1	2.6	4.0			
Sets-In-Use		16.4 ↑	14.7	18.5	17.7			
Available Homes		77.5 ↑	74.8	81.1	79.3			



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
9:30 A.M. TO 9:45 A.M.	ABC CBS MBS NBC	5.6 ↑ 3.5 ↑ 1.7 ↑ 2.4 ↑	4.9 3.2 1.7 1.8	6.9 4.3 1.7 3.0	5.6 3.2 1.6 3.3			10:15 A.M. TO 10:30 A.M.	ABC CBS MBS NBC	5.7 ↑ 3.8 ↑ 1.6 ↑ 4.1 ↑	5.4 3.9 1.5 3.5	5.4 4.4 1.7 5.0	6.6 3.0 1.9 4.1	8.0 4.5 1.5 6.1			
Sets-In-Use		16.3 ↑	15.1	18.3	16.6			Sets-In-Use		18.1 ↑	17.3	18.8	19.0	22.3			
Available Homes		76.7 ↑	75.1	80.3	76.2			Available Homes		74.3 ↑	72.5	75.8	74.4	84.3			

9:45 A.M. TO 10:00 A.M.	ABC CBS MBS NBC	5.8 ↑ 3.6 ↑ 2.2 ↑ 2.4 ↑	5.2 3.1 2.6 1.8	7.1 4.3 2.0 2.9	5.7 3.6 1.5 3.4		
Sets-In-Use		17.0 ↑	16.0	18.5	17.2		
Available Homes		75.3 ↑	73.6	78.4	75.7		

10:30 A.M. TO 10:45 A.M.	ABC CBS MBS NBC	3.8 ↑ 6.3 ↑ 1.2 ↑ 3.9 ↑	3.5 6.7 1.2 3.4	4.4 7.9 1.2 3.8	3.7 4.3 1.4 4.8	4.9 5.8 1.3 6.2	
Sets-In-Use		18.4 ↑	18.2	19.5	18.0	20.0	
Available Homes		73.6 ↑	72.3	75.7	72.1	81.8	

10:00 A.M. TO 10:15 A.M.	ABC CBS MBS NBC	6.2 ↑ 3.6 ↑ 2.0 ↑ 3.7 ↑	6.3 3.6 2.2 2.6	7.1 3.4 2.1 4.5	5.6 3.6 1.5 4.2	4.6 5.0 2.2 7.6	
Sets-In-Use		18.3 ↑	17.6	19.7	18.4	20.4	
Available Homes		75.4 ↑	73.6	76.6	75.5	85.6	

10:45 A.M. TO 11:00 A.M.	ABC CBS MBS NBC	2.8 ↑ 7.9 ↑ 1.6 ↑ 3.7 ↑	2.5 8.2 1.5 3.5	2.7 10.1 1.9 3.4	2.4 5.4 1.6 4.6	6.1 6.0 1.3 4.5	
Sets-In-Use		19.5 ↑	19.7	20.2	18.5	20.2	
Available Homes		72.7 ↑	72.1	74.0	70.7	81.9	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 A.M.	ABC	2.5	2.0	2.2	2.5	1.5	4.7	8:00 A.M. to 8:15 A.M.
	CBS	8.5	9.3	12.8	6.0	8.8	2.1	
	MBS	1.6	1.7	1.5	1.4	1.8	1.4	
	NBC	3.4	3.0	2.7	4.8	4.9	3.7	
Sets-In-Use		19.1	19.4	21.8	17.8	20.2	15.5	
Available Homes		73.1	70.7	75.4	72.4	79.0	75.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:45 A.M.	ABC	3.6	3.0	3.4	3.1	4.4	6.2	8:45 A.M. to 9:00 A.M.
	CBS	6.8	7.8	8.5	4.0	7.7	3.7	
	MBS	1.7	2.2	1.6	1.5	2.3	0.6	
	NBC	3.0	2.7	2.5	4.7	3.2	2.5	
Sets-In-Use		18.5	19.3	19.1	17.7	19.4	16.1	
Available Homes		70.9	70.1	71.7	69.0	75.8	73.3	

8:15 A.M.	ABC	2.4	1.8	1.7	2.8	2.6	5.4	8:15 A.M. to 8:30 A.M.
	CBS	8.7	9.8	11.8	6.2	11.3	2.6	
	MBS	1.4	1.5	1.3	1.2	2.6	1.4	
	NBC	3.1	2.6	2.8	3.7	4.4	3.9	
Sets-In-Use		18.8	19.5	19.4	17.5	22.2	16.3	
Available Homes		71.4	69.6	71.4	71.0	79.5	75.4	

12:00 NOON	ABC	4.5	4.2	4.3	4.7	5.2	6.6	9:00 A.M. to 9:15 A.M.
	CBS	6.2	7.2	7.9	3.3	6.8	3.7	
	MBS	2.3	2.9	1.8	1.8	2.9	1.6	
	NBC	3.4	3.7	2.7	4.9	2.9	1.6	
Sets-In-Use		20.1	22.0	19.9	18.6	21.0	15.8	
Available Homes		71.5	72.3	71.1	67.7	78.9	72.8	

8:30 A.M.	ABC	2.7	2.2	2.2	3.1	3.1	4.7	8:30 A.M. to 8:45 A.M.
	CBS	6.9	7.9	9.2	4.3	9.0	2.7	
	MBS	1.9	1.9	2.0	1.5	1.7	1.9	
	NBC	3.2	3.2	2.3	4.0	4.9	3.0	
Sets-In-Use		18.2	19.4	18.7	16.9	20.6	14.8	
Available Homes		71.5	70.6	71.5	70.5	77.9	74.1	

12:15 P.M.	ABC	4.9	4.5	4.7	5.0	7.0	6.1	9:15 A.M. to 9:30 A.M.
	CBS	6.3	7.3	7.8	3.6	8.0	3.8	
	MBS	2.1	2.1	2.6	1.6	2.3	1.9	
	NBC	2.6	2.9	2.4	2.6	2.4	1.9	
Sets-In-Use		19.6	20.8	20.5	17.2	22.8	16.3	
Available Homes		71.3	71.5	71.0	68.6	77.0	73.2	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

DAYTIME AUDIENCE

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
12:30	ABC	3.8	3.3	3.5	3.3	3.5	6.9	9:30	1:15	ABC	2.5	2.3	2.0	3.0	2.9	3.5	10:15
P.M.	CBS	7.2	8.3	8.9	4.5	8.9	3.9	A.M.	P.M.	CBS	8.0	7.7	10.5	6.4	8.8	6.6	A.M.
TO	MBS	1.9	2.0	2.2	1.7	2.2	1.4	TO	TO	MBS	2.0	2.1	2.6	1.5	1.5	1.4	TO
12:45	NBC	2.3	2.3	1.9	3.1	3.9	1.3	9:45	P.M.	NBC	2.9	2.0	5.0	3.6	2.7	1.6	10:30
Sets-In-Use		19.2	20.5	19.4	17.3	21.1	16.5	A.M.	Sets-In-Use		19.4	18.5	23.0	18.8	18.6	16.7	A.M.
Available Homes		69.9	70.0	70.1	67.4	74.5	71.0		Available Homes		69.2	67.4	72.7	68.3	70.1	70.6	

12:45	ABC	3.2	2.9	2.6	2.6	4.4	6.3	9:45	1:30	ABC	2.8	2.5	2.1	2.1	4.2	5.5	10:30
P.M.	CBS	7.6	8.5	9.2	5.5	9.1	3.9	A.M.	P.M.	CBS	7.2	7.0	10.0	5.3	7.7	4.5	A.M.
TO	MBS	2.1	2.1	2.7	2.0	1.7	1.4	TO	TO	MBS	2.0	1.7	2.4	2.3	1.0	2.1	TO
1:00	NBC	2.5	1.7	4.0	3.3	2.5	1.6	10:00	P.M.	NBC	2.9	2.1	3.8	4.3	3.4	1.6	10:45
Sets-In-Use		19.5	19.7	21.8	18.4	19.8	16.0	A.M.	Sets-In-Use		18.8	17.7	21.7	18.2	18.4	17.1	A.M.
Available Homes		70.3	69.6	71.4	69.1	71.9	71.8		Available Homes		68.7	67.1	72.4	68.8	71.7	66.5	

1:00	ABC	2.9	2.2	3.8	2.8	2.3	4.7	10:00	1:45	ABC	2.6	2.1	1.8	2.7	4.3	5.4	10:45
P.M.	CBS	7.3	7.6	9.5	5.0	10.6	4.6	A.M.	P.M.	CBS	6.1	6.6	8.0	4.1	7.0	3.7	A.M.
1:15	MBS	2.8	2.6	3.1	2.2	3.6	3.7	TO	2:00	MBS	2.2	2.0	2.7	2.0	2.6	2.2	TO
P.M.	NBC	3.4	2.2	5.6	5.3	2.3	1.1	10:15	P.M.	NBC	3.0	2.1	3.5	5.0	4.9	1.5	11:00
Sets-In-Use		20.1	18.6	25.0	19.2	21.9	17.0	A.M.	Sets-In-Use		17.9	17.0	18.9	18.9	21.8	16.5	A.M.
Available Homes		69.2	68.4	72.1	67.5	72.3	68.5		Available Homes		67.3	65.3	69.9	67.4	73.0	67.8	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 A.M.	ABC	2.2	1.7	1.7	3.0	3.0	3.3	11:00 A.M.
	CBS	5.4	6.0	6.0	3.3	8.4	4.4	to
	MBS	3.1	2.5	4.4	4.0	2.2	1.6	11:15 A.M.
	NBC	3.6	2.5	3.6	5.3	9.0	3.2	
Sets-In-Use		18.4	17.2	19.2	19.8	24.9	16.7	
Available Homes		66.5	64.7	68.9	65.8	72.6	67.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:45 P.M.	ABC	4.4	4.2	5.7	6.1	1.2	1.8	11:45 P.M.
	CBS	3.2	3.4	3.6	2.4	2.8	2.7	to
	MBS	2.1	1.5	2.1	1.8	2.8	4.7	12:00 NOON
	NBC	5.0	3.9	4.5	6.6	12.4	5.1	
Sets-In-Use		18.5	17.5	18.1	21.0	22.6	18.1	
Available Homes		65.6	63.8	66.2	67.2	71.2	66.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:15 A.M.	ABC	2.0	1.8	2.0	2.2	1.7	2.6	11:15 A.M.
	CBS	5.4	5.9	6.6	3.7	4.5	4.5	to
	MBS	3.4	2.8	4.7	3.8	3.7	1.8	11:30 A.M.
	NBC	4.6	3.6	4.1	6.0	10.2	5.1	
Sets-In-Use		19.1	18.2	20.4	19.6	22.9	18.1	
Available Homes		66.8	64.7	68.7	67.8	75.2	66.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 NOON	ABC	4.2	3.7	6.0	5.3	1.3	2.1	12:00 NOON
	CBS	3.2	3.1	3.7	1.9	6.7	3.5	to
	MBS	1.8	1.4	1.9	1.0	2.1	4.0	12:15 P.M.
	NBC	5.1	4.0	5.0	7.1	8.6	5.1	
Sets-In-Use		18.5	17.0	19.9	19.2	21.9	19.1	
Available Homes		65.3	64.5	66.3	66.1	67.7	64.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 A.M.	ABC	4.0	3.7	4.8	5.3	1.6	2.3	11:30 A.M.
	CBS	4.5	4.8	5.5	3.0	3.7	4.3	to
	MBS	2.1	1.6	2.2	1.9	3.4	3.6	11:45 A.M.
	NBC	4.6	3.4	4.8	6.3	10.5	3.4	
Sets-In-Use		19.0	17.4	20.8	20.5	23.0	17.3	
Available Homes		66.4	64.9	68.0	67.2	69.7	66.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:15 P.M.	ABC	3.9	3.7	5.5	4.4	2.6	1.6	12:15 P.M.
	CBS	2.9	2.9	3.9	1.6	5.3	2.1	to
	MBS	1.5	1.5	1.4	0.8	3.0	2.0	12:30 P.M.
	NBC	5.9	4.4	5.2	9.0	8.0	7.2	
Sets-In-Use		18.2	16.9	19.1	19.1	22.8	18.0	
Available Homes		66.0	65.0	67.4	66.4	70.6	64.7	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	
		Over-All Averages	"Sectional" Hooperatings						
			East	North Central	South	Mountain	Pacific		
3:30 P.M.	ABC	3.7	3.7	5.2	3.6	2.4	1.4	12:30 P.M.	
to	CBS	2.8	2.6	3.4	2.1	6.0	2.5		to
3:45 P.M.	MBS	1.4	1.4	1.4	1.1	2.2	1.8		12:45 P.M.
	NBC	6.9	5.4	6.2	10.6	9.0	6.9		
Sets-In-Use		18.8	17.7	19.5	21.5	22.1	16.4		
Available Homes		66.6	66.9	67.0	66.8	66.5	64.5		

New York Time	Net-Work	HOOPERATINGS						Pacific Time	
		Over-All Averages	"Sectional" Hooperatings						
			East	North Central	South	Mountain	Pacific		
4:15 P.M.	ABC	2.8	2.7	3.7	1.9	2.0	2.9	1:15 P.M.	
to	CBS	3.2	3.4	3.7	2.5	6.2	1.7		to
4:30 P.M.	MBS	1.7	2.0	2.0	0.9	1.8	1.5		1:30 P.M.
	NBC	7.2	5.9	6.5	11.2	7.9	7.2		
Sets-In-Use		19.0	19.2	18.8	19.9	21.3	16.7		
Available Homes		68.3	71.4	67.3	67.5	64.5	62.2		

New York Time	Net-Work	HOOPERATINGS						Pacific Time	
		Over-All Averages	"Sectional" Hooperatings						
			East	North Central	South	Mountain	Pacific		
3:45 P.M.	ABC	3.6	3.4	5.3	3.6	3.3	1.1	12:45 P.M.	
to	CBS	3.0	2.9	3.2	2.5	6.5	2.2		to
4:00 P.M.	MBS	1.4	1.2	1.9	1.3	1.6	1.5		1:00 P.M.
	NBC	7.0	5.7	6.6	10.3	6.9	7.3		
Sets-In-Use		18.9	17.9	19.5	21.4	22.3	16.2		
Available Homes		66.5	67.7	65.4	66.7	66.5	63.8		

New York Time	Net-Work	HOOPERATINGS						Pacific Time	
		Over-All Averages	"Sectional" Hooperatings						
			East	North Central	South	Mountain	Pacific		
4:30 P.M.	ABC	2.2	1.9	2.3	2.4	2.3	2.8	1:30 P.M.	
to	CBS	3.0	3.6	3.1	2.1	4.0	1.6		to
4:45 P.M.	MBS	1.8	2.0	2.1	1.3	4.1	0.8		1:45 P.M.
	NBC	6.5	5.9	5.8	9.3	7.2	6.0		
Sets-In-Use		18.0	18.9	16.6	19.5	20.4	14.9		
Available Homes		70.5	74.4	68.2	70.4	65.9	62.9		

New York Time	Net-Work	HOOPERATINGS						Pacific Time	
		Over-All Averages	"Sectional" Hooperatings						
			East	North Central	South	Mountain	Pacific		
4:00 P.M.	ABC	2.8	3.2	3.0	2.5	1.8	2.3	1:00 P.M.	
to	CBS	3.4	3.8	4.2	2.4	5.0	2.0		to
4:15 P.M.	MBS	1.5	1.5	2.0	1.0	1.8	0.9		1:15 P.M.
	NBC	6.9	5.4	6.0	11.3	8.7	6.3		
Sets-In-Use		18.7	18.9	18.6	20.3	20.6	15.1		
Available Homes		68.1	70.9	67.1	67.2	65.9	62.5		

New York Time	Net-Work	HOOPERATINGS						Pacific Time	
		Over-All Averages	"Sectional" Hooperatings						
			East	North Central	South	Mountain	Pacific		
4:45 P.M.	ABC	2.1	2.3	1.8	1.9	1.1	2.4	1:45 P.M.	
to	CBS	3.0	3.3	3.3	2.2	4.3	2.0		to
5:00 P.M.	MBS	2.1	2.4	2.3	1.8	3.5	0.9		2:00 P.M.
	NBC	7.1	5.9	6.8	10.3	7.5	6.7		
Sets-In-Use		18.9	20.1	17.6	20.4	19.2	14.7		
Available Homes		71.5	75.6	70.5	70.1	66.8	63.0		



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

DAYTIME-EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:00 P.M.	ABC	2.7	3.0	2.3	2.6	1.8	3.0	2:00 P.M. to 2:15 P.M.
to	CBS	2.9	3.4	3.1	2.2	3.3	1.5	
5:15 P.M.	MBS	2.0	2.1	2.9	1.4	3.1	0.6	
	NBC	7.5	6.8	7.2	10.5	9.1	5.6	
Sets-In-Use		20.1	21.6	19.4	21.3	20.2	14.5	
Available Homes		72.9	77.8	72.3	72.4	68.3	60.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:45 P.M.	ABC	3.6	4.2	2.3	3.5	5.5	4.0	2:45 P.M. to 3:00 P.M.
to	CBS	4.0	4.7	3.1	4.2	2.2	3.5	
6:00 P.M.	MBS	2.5	2.6	3.4	1.8	3.7	0.9	
	NBC	5.4	4.9	5.1	6.6	5.5	5.7	
Sets-In-Use		21.5	25.4	18.3	19.9	19.5	17.2	
Available Homes		77.4	83.0	77.6	75.7	71.3	62.4	

5:15 P.M.	ABC	2.9	3.3	2.2	2.7	2.7	3.1	2:15 P.M. to 2:30 P.M.
to	CBS	3.0	3.2	3.1	2.6	2.9	2.6	
5:30 P.M.	MBS	2.2	2.4	2.9	1.6	3.2	1.1	
	NBC	7.2	6.0	8.0	9.8	7.4	6.0	
Sets-In-Use		20.4	21.7	19.5	21.1	19.0	16.8	
Available Homes		73.7	79.2	72.5	73.4	65.7	60.6	

6:00 P.M.	ABC	3.6	3.1	4.4	3.6	4.7	3.5	3:00 P.M. to 3:15 P.M.
to	CBS	4.5	5.0	4.9	3.9	2.1	4.2	
6:15 P.M.	MBS	2.9	3.2	3.7	2.2	3.8	0.7	
	NBC	5.4	5.8	4.2	6.7	3.2	4.7	
Sets-In-Use		22.6	26.1	22.1	20.1	16.2	16.7	
Available Homes		77.6	82.7	80.1	76.3	68.4	61.2	

5:30 P.M.	ABC	3.5	4.1	2.1	3.0	5.1	3.8	2:30 P.M. to 2:45 P.M.
to	CBS	3.3	4.0	2.9	2.7	2.0	2.9	
5:45 P.M.	MBS	2.3	2.4	3.0	1.7	3.5	1.2	
	NBC	5.7	5.0	6.1	7.4	4.2	5.3	
Sets-In-Use		20.8	24.0	18.6	19.9	16.8	16.7	
Available Homes		75.7	81.3	75.2	74.0	69.2	62.0	

6:15 P.M.	ABC	4.3	3.7	5.3	4.1	6.4	3.4	3:15 P.M. to 3:30 P.M.
to	CBS	4.4	4.4	5.5	4.0	3.0	3.6	
6:30 P.M.	MBS	2.9	3.5	3.5	2.0	4.6	0.9	
	NBC	4.8	4.5	4.8	6.5	3.6	3.9	
Sets-In-Use		22.5	25.2	23.6	20.1	20.5	15.9	
Available Homes		79.1	82.7	82.3	79.8	72.7	62.7	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	4.5	3.5	6.2	4.7	5.0	4.4	3:30 P.M. to 3:45 P.M.
to	CBS	5.1	5.0	6.0	5.1	3.3	4.6	
6:45 P.M.	MBS	3.3	4.4	3.4	2.2	3.5	0.9	
	NBC	4.9	4.2	6.3	5.4	3.2	4.3	
Sets-In-Use		24.1	26.5	26.4	20.8	19.4	18.0	
Available Homes		80.5	83.3	85.2	79.7	75.3	65.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:15 P.M.	ABC	4.2	3.6	5.0	4.7	7.8	3.0	4:30 P.M. to 4:45 P.M.
to	CBS	9.4	9.8	11.2	11.0	4.4	3.9	
7:30 P.M.	MBS	3.4	4.2	3.7	1.9	2.8	2.7	
	NBC	5.8	5.2	7.0	6.8	5.0	4.6	
Sets-In-Use		28.5	31.1	31.2	26.9	23.3	19.0	
Available Homes		81.2	81.5	86.3	82.8	80.8	68.7	

6:45 P.M.	ABC	4.4	2.9	6.4	4.8	6.6	4.7	3:45 P.M. to 4:00 P.M.
to	CBS	7.3	8.3	7.7	6.9	5.0	4.5	
7:00 P.M.	MBS	2.8	2.9	3.3	3.0	3.6	1.4	
	NBC	5.3	4.7	6.9	6.2	2.6	4.0	
Sets-In-Use		25.8	27.6	28.8	24.0	21.9	18.6	
Available Homes		80.9	82.9	85.2	81.4	76.9	67.0	

7:30 P.M.	ABC	8.3	9.1	9.1	8.7	5.3	3.9	4:30 P.M. to 4:45 P.M.
to	CBS	9.6	9.9	11.4	10.7	7.9	4.6	
7:45 P.M.	MBS	2.4	2.3	3.4	1.6	2.7	2.3	
	NBC	4.5	4.3	4.9	5.7	3.9	3.1	
Sets-In-Use		30.0	32.8	32.6	29.4	23.3	19.3	
Available Homes		80.8	80.3	85.5	82.1	84.2	71.0	

7:00 P.M.	ABC	3.3	2.8	4.3	2.9	5.2	2.7	4:00 P.M. to 4:15 P.M.
to	CBS	9.3	9.3	12.1	10.7	5.5	3.4	
7:15 P.M.	MBS	3.5	4.0	3.2	3.0	2.8	3.6	
	NBC	6.9	7.1	7.6	7.3	5.9	4.5	
Sets-In-Use		28.3	31.0	31.0	26.2	22.6	19.2	
Available Homes		81.1	82.4	86.2	82.2	78.2	67.4	

7:45 P.M.	ABC	9.7	11.1	11.2	9.4	7.1	3.7	4:45 P.M. to 5:00 P.M.
to	CBS	8.4	8.3	10.6	9.3	7.3	4.0	
8:00 P.M.	MBS	2.1	2.0	2.5	1.9	2.3	2.2	
	NBC	5.7	5.1	6.4	7.2	7.6	3.7	
Sets-In-Use		31.6	34.4	34.9	30.6	28.2	19.5	
Available Homes		81.4	80.6	85.3	83.1	85.7	73.3	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	6.9	7.2	7.7	7.0	4.2	5.2	5:00 P.M.
to	CBS	11.0	11.7	13.1	12.0	10.6	4.1	to
	MBS	2.5	2.5	2.9	2.0	3.1	2.4	
8:15 P.M.	NBC	7.7	7.2	9.7	9.8	6.9	3.3	5:15 P.M.
Sets-In-Use		33.8	36.8	37.1	33.5	28.6	20.7	
Available Homes		81.0	79.7	84.9	81.0	86.1	76.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:45 P.M.	ABC	6.3	6.4	6.3	6.4	6.3	5.8	5:45 P.M.
to	CBS	12.9	13.4	15.8	12.6	13.4	6.4	to
	MBS	3.2	3.2	3.5	2.6	3.8	3.0	
9:00 P.M.	NBC	10.7	10.0	12.4	13.4	11.1	6.3	6:00 P.M.
Sets-In-Use		39.0	41.2	41.9	38.1	37.4	28.3	
Available Homes		80.7	79.4	81.9	80.8	86.6	81.0	

8:15 P.M.	ABC	7.2	7.7	8.2	6.6	3.3	5.9	5:15 P.M.
to	CBS	11.7	12.6	13.9	11.8	11.8	4.3	to
	MBS	2.8	2.4	3.4	2.1	5.2	3.3	
8:30 P.M.	NBC	8.4	8.0	9.7	10.8	7.2	4.3	5:30 P.M.
Sets-In-Use		36.1	39.7	38.9	34.0	30.6	24.4	
Available Homes		81.3	80.3	84.0	81.0	86.9	78.3	

9:00 P.M.	ABC	5.2	5.7	5.2	4.9	6.5	3.2	6:00 P.M.
to	CBS	12.8	13.5	15.2	11.6	13.5	8.3	to
	MBS	4.6	4.0	5.2	4.4	6.4	5.1	
9:15 P.M.	NBC	12.9	12.1	14.4	14.6	12.9	10.8	6:15 P.M.
Sets-In-Use		40.9	42.9	43.9	38.7	41.8	32.2	
Available Homes		80.8	79.2	81.7	81.0	84.9	82.7	

8:30 P.M.	ABC	6.9	6.9	7.6	6.8	6.1	6.1	5:30 P.M.
to	CBS	11.6	12.5	14.0	11.3	12.3	5.3	to
	MBS	3.0	3.4	3.1	2.3	5.1	2.3	
8:45 P.M.	NBC	9.7	9.0	11.6	12.3	11.3	5.1	5:45 P.M.
Sets-In-Use		37.4	40.3	40.5	35.8	36.9	26.1	
Available Homes		81.5	80.0	82.9	82.3	87.5	81.1	

9:15 P.M.	ABC	5.2	6.0	5.2	4.7	5.6	3.2	6:15 P.M.
to	CBS	13.2	13.0	15.7	12.3	15.1	9.6	to
	MBS	2.7	2.2	2.9	2.6	2.7	4.1	
9:30 P.M.	NBC	14.3	13.2	15.8	14.8	16.8	13.6	6:30 P.M.
Sets-In-Use		40.8	42.1	43.5	37.3	43.1	35.5	
Available Homes		81.0	79.7	82.0	80.8	85.3	82.8	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
9:30 P.M.	ABC	4.8	5.2	4.8	4.9	5.5	3.4	6:30 P.M.	ABC	5.3	4.7	5.3	4.4	8.9	8.2	7:15 P.M.	
to	CBS	12.7	12.5	14.2	11.8	16.6	10.6	to	CBS	10.8	9.6	13.2	10.2	14.1	10.3	to	
9:45 P.M.	MBS	2.3	2.0	2.7	2.0	2.9	2.5	6:45 P.M.	MBS	2.5	2.0	2.8	1.9	4.6	4.3	7:30 P.M.	
	NBC	14.1	12.1	16.4	15.7	14.1	14.7		NBC	11.1	9.3	13.9	11.3	13.4	11.5		
Sets-In-Use		39.5	39.5	41.9	37.7	42.3	37.1	Sets-In-Use		34.8	32.3	38.7	31.1	43.9	40.0		
Available Homes		80.8	79.5	81.5	80.4	84.3	83.4	Available Homes		79.2	76.6	81.2	80.7	81.4	81.4		

9:45 P.M.	ABC	4.8	5.0	4.9	4.6	6.3	4.1	6:45 P.M.	ABC	3.9	3.0	4.3	3.1	8.4	6.3	7:30 P.M.
to	CBS	12.3	12.3	13.5	11.3	16.3	9.9	to	CBS	8.3	7.1	10.7	7.1	12.2	9.2	to
10:00 P.M.	MBS	2.2	2.0	2.7	1.8	2.6	2.9	7:00 P.M.	MBS	3.0	1.8	4.1	2.4	3.6	6.2	7:45 P.M.
	NBC	14.2	11.9	17.1	15.7	14.2	15.2		NBC	10.1	8.1	12.0	11.4	12.0	11.2	
Sets-In-Use		39.2	38.6	42.2	36.6	42.5	38.6	Sets-In-Use		30.3	26.6	34.8	27.1	38.9	38.5	
Available Homes		79.9	78.5	80.6	80.5	83.0	81.2	Available Homes		78.7	75.7	81.3	80.3	84.0	80.5	

10:00 P.M.	ABC	5.0	4.8	5.3	4.4	5.7	6.0	7:00 P.M.	ABC	3.4	2.4	3.5	3.3	6.9	6.3	7:45 P.M.
to	CBS	10.9	9.8	13.5	10.0	14.4	10.5	to	CBS	7.9	6.6	10.1	6.7	12.8	9.0	to
10:15 P.M.	MBS	2.3	2.0	2.3	2.0	4.2	3.6	7:15 P.M.	MBS	2.9	1.8	4.1	2.2	3.2	6.4	8:00 P.M.
	NBC	11.8	9.9	14.9	12.1	15.0	10.9		NBC	9.3	7.1	11.2	9.6	14.6	11.4	
Sets-In-Use		35.4	33.9	40.0	31.7	41.5	36.5	Sets-In-Use		28.1	23.7	32.5	24.6	39.8	38.8	
Available Homes		79.6	78.2	81.2	79.2	83.4	81.1	Available Homes		76.8	72.7	80.2	79.5	80.9	79.2	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: MONDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	3.8	3.3	4.9	3.9	4.5	3.4	3:00 P.M.
to	CBS	4.1	4.8	4.5	2.8	2.2	3.6	to
	MBS	3.0	3.6	3.6	1.8	4.3	1.1	
8:30 P.M.	NBC	5.1	4.8	4.3	7.6	4.3	4.3	3:30 P.M.
Sets-In-Use		22.1	25.4	22.2	19.1	18.0	16.5	
Available Homes		78.4	83.2	80.2	77.8	70.4	62.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	10.0	11.4	11.8	9.6	6.4	4.1	4:30 P.M.
to	CBS	8.9	9.6	10.0	9.7	7.2	4.3	to
	MBS	2.1	1.9	2.7	1.7	2.8	2.5	
8:00 P.M.	NBC	4.6	4.0	5.0	5.9	5.5	3.7	5:00 P.M.
Sets-In-Use		31.1	34.7	33.7	29.6	24.9	19.0	
Available Homes		81.4	80.8	84.8	83.7	84.2	72.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	4.5	3.0	6.4	5.0	6.2	4.6	3:30 P.M.
to	CBS	5.9	6.6	6.1	5.1	4.8	4.9	to
	MBS	2.9	3.5	2.7	2.8	3.0	1.1	
8:00 P.M.	NBC	5.2	4.6	7.5	5.0	2.4	3.8	4:00 P.M.
Sets-In-Use		24.7	27.6	27.1	20.8	21.5	17.3	
Available Homes		80.8	83.1	85.1	81.2	77.6	65.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	6.9	7.7	8.0	5.7	4.1	5.5	5:00 P.M.
to	CBS	12.5	13.3	14.7	14.9	10.7	3.6	to
	MBS	3.1	3.0	4.0	2.3	4.2	2.5	
8:30 P.M.	NBC	7.1	6.9	8.5	8.6	6.3	3.8	5:30 P.M.
Sets-In-Use		35.1	39.1	38.3	34.1	29.1	20.6	
Available Homes		81.9	80.6	84.8	82.4	87.2	78.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	3.9	3.4	5.2	3.9	6.3	2.5	4:00 P.M.
to	CBS	9.6	10.2	11.8	10.5	5.1	3.8	to
	MBS	3.1	3.8	2.8	2.5	2.0	2.6	
8:30 P.M.	NBC	6.6	6.2	7.3	7.6	6.1	5.3	4:30 P.M.
Sets-In-Use		28.7	31.8	31.5	26.7	22.8	18.5	
Available Homes		81.7	82.4	86.6	83.7	81.4	68.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	4.4	3.8	3.9	4.6	7.5	5.9	5:30 P.M.
to	CBS	18.7	21.9	23.3	17.1	18.1	6.3	to
	MBS	4.4	4.4	5.2	4.0	4.9	3.7	
9:00 P.M.	NBC	6.5	5.6	7.2	7.6	9.4	5.7	6:00 P.M.
Sets-In-Use		40.1	43.9	43.4	37.3	40.9	29.2	
Available Homes		82.5	81.1	83.3	83.4	89.2	82.3	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: MONDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	1.8	1.3	1.6	1.9	1.8	3.7	6:00 P.M. to 6:30 P.M.	10:30 P.M.	ABC	1.7	1.0	1.5	1.9	5.7	3.3	7:30 P.M. to 8:00 P.M.
to	CBS	25.2	25.7	30.3	22.0	28.6	17.7		to	CBS	14.2	11.9	18.4	12.4	18.8	16.0	
9:30 P.M.	MBS	4.0	3.6	3.8	4.9	3.8	4.8		11:00 P.M.	MBS	3.1	1.9	3.8	2.2	4.1	7.4	
	NBC	6.7	5.9	7.9	8.1	9.1	4.6			NBC	6.7	5.8	7.9	6.4	8.8	7.6	
Sets-In-Use		43.2	44.2	47.6	39.8	45.9	35.7	Sets-In-Use		30.1	26.2	35.0	25.5	39.7	39.4		
Available Homes		82.5	80.5	83.9	84.0	86.5	83.4	Available Homes		78.6	74.7	82.3	81.3	83.8	79.6		

9:30 P.M. to 10:00 P.M.	ABC	1.9	1.3	1.8	2.4	2.0	3.2	6:30 P.M. to 7:00 P.M.	11:00 P.M.	ABC					2.1	5.8	8:00 P.M. to 8:30 P.M.
	CBS	25.4	25.5	29.4	23.0	33.5	18.8		to	CBS					15.4	9.7	
	MBS	1.5	1.2	1.8	1.1	2.6	2.3		11:30 P.M.	MBS					8.2	12.1	
	NBC	8.3	6.3	9.5	9.9	10.0	10.6			NBC					10.3	7.0	
Sets-In-Use		42.5	42.0	46.0	39.6	51.5	39.4	Sets-In-Use						38.4	40.7		
Available Homes		81.6	80.2	81.9	81.7	85.1	84.2	Available Homes						84.8	81.8		

10:00 P.M. to 10:30 P.M.	ABC	2.5	1.4	2.9	1.7	7.4	5.6	7:00 P.M. to 7:30 P.M.	11:30 P.M.	ABC					1.3	4.2	8:30 P.M. to 9:00 P.M.
	CBS	20.3	19.1	23.8	19.3	26.0	17.5		to	CBS					12.9	15.2	
	MBS	2.3	2.2	1.9	1.7	3.4	4.2		12:00 Mid.	MBS					5.2	7.7	
	NBC	6.7	5.1	8.9	7.1	9.1	6.9			NBC					10.3	7.2	
Sets-In-Use		36.4	34.0	40.4	32.9	48.8	33.6	Sets-In-Use						34.0	40.0		
Available Homes		80.6	78.0	82.4	82.3	84.7	82.4	Available Homes						84.1	82.2		



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: MONDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:00 P.M.	ABC						3.1	9:00 P.M. to 9:30 P.M.
	CBS						12.2	
2:30 P.M.	MBS						5.7	
	NBC						8.5	
Sets-In-Use							36.4	
Available Homes							80.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:30 P.M.	ABC						4.3	9:30 P.M. to 10:00 P.M.
	CBS						7.4	
	MBS						2.8	
3:00 P.M.	NBC						10.0	
Sets-In-Use							30.3	
Available Homes							80.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:00 P.M.	ABC						6.1	10:00 P.M. to 10:15 P.M.
	CBS						7.1	
	MBS						1.7	
3:15 P.M.	NBC						6.0	
Sets-In-Use							25.4	
Available Homes							80.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: TUESDAYS

New York Time	Net-Work	HOOPERATINGS							Pacific Time	New York Time	Net-Work	HOOPERATINGS							Pacific Time
		Over-All Averages	"Sectional" Hooperatings					Pacific				Over-All Averages	"Sectional" Hooperatings					Pacific	
			East	North Central	South	Mountain	Pacific						East	North Central	South	Mountain	Pacific		
6:00 P.M.	ABC	4.0	3.6	4.6	3.9	6.3	3.9	3:00 P.M.	7:30 P.M.	ABC	7.2	8.6	7.3	6.7	6.3	3.4	4:30 P.M.		
to	CBS	4.8	5.1	5.3	4.7	2.1	4.1		to	CBS	9.7	9.5	12.9	10.7	8.0	4.1			
6:30 P.M.	MBS	3.2	3.6	4.3	2.6	4.7	0.5		8:00 P.M.	MBS	2.7	2.7	3.3	2.3	3.1	2.3			
	NBC	5.2	5.5	4.6	6.4	2.8	4.2			NBC	6.2	5.8	7.1	8.1	5.4	3.3			
Sets-In-Use		23.6	26.8	23.6	21.9	18.7	16.9		Sets-In-Use		31.6	34.3	34.7	31.3	27.4	18.9			
Available Homes		79.2	83.4	82.4	79.8	69.3	62.3		Available Homes		82.0	81.9	86.6	83.4	84.7	71.7			

6:30 P.M. to 7:00 P.M.	ABC	4.8	3.5	6.9	4.7	7.0	4.6	3:30 P.M. to 4:00 P.M.
	CBS	6.7	6.8	8.0	7.1	4.4	4.7	
	MBS	3.4	3.6	4.5	2.8	3.0	1.8	
	NBC	5.2	4.7	6.3	5.9	3.0	4.1	
Sets-In-Use		26.0	27.3	29.9	23.8	21.5	19.1	
Available Homes		81.7	84.3	86.1	81.6	75.5	67.3	

8:00 P.M. to 8:30 P.M.	ABC	3.3	2.4	4.4	3.2	3.8	4.0	5:00 P.M. to 5:30 P.M.
	CBS	13.4	14.1	16.4	14.5	13.0	4.0	
	MBS	2.6	2.6	2.6	1.9	2.4	3.9	
	NBC	8.6	8.5	9.9	11.3	5.1	4.3	
Sets-In-Use		35.1	38.2	38.2	34.4	28.1	22.6	
Available Homes		82.1	81.2	85.0	82.1	87.1	77.2	

7:00 P.M. to 7:30 P.M.	ABC	3.6	2.9	4.7	4.0	5.6	2.7	4:00 P.M. to 4:30 P.M.
	CBS	9.3	9.6	11.7	10.9	6.1	3.2	
	MBS	3.6	4.0	4.1	2.5	3.7	3.3	
	NBC	6.3	6.4	7.1	7.2	3.5	3.9	
Sets-In-Use		28.3	30.8	31.7	27.0	23.0	18.1	
Available Homes		81.5	82.9	87.1	82.6	79.2	66.0	

8:30 P.M. to 9:00 P.M.	ABC	4.2	3.7	4.4	3.5	5.2	5.9	5:30 P.M. to 6:00 P.M.
	CBS	11.8	12.1	14.4	12.4	12.4	5.4	
	MBS	3.6	3.9	4.0	3.4	4.3	2.3	
	NBC	11.2	10.0	12.9	13.9	12.2	8.3	
Sets-In-Use		37.6	39.5	39.9	36.7	37.1	28.8	
Available Homes		81.8	79.4	84.8	82.2	88.3	81.4	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: TUESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	3.5	3.4	4.6	3.2	4.0	2.6	6:00 P.M.
to	CBS	8.5	9.4	9.7	9.0	10.0	1.7	
9:30 P.M.	MBS	3.6	3.1	4.2	3.2	4.2	4.9	6:30 P.M.
to	NBC	20.4	18.3	23.0	20.7	24.5	21.5	
Sets-In-Use		41.4	42.0	44.6	39.2	45.7	35.3	
Available Homes		81.2	79.3	82.7	82.2	85.3	82.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 P.M.	ABC	1.8	1.2	2.1	1.9	4.0	2.7	7:30 P.M.
to	CBS	4.8	4.1	6.2	4.2	5.4	5.6	
11:00 P.M.	MBS	2.6	1.4	3.8	1.8	3.6	6.2	8:00 P.M.
to	NBC	16.8	12.0	21.4	16.5	25.0	24.0	
Sets-In-Use		30.8	25.2	36.9	27.0	39.7	44.5	
Available Homes		78.7	74.3	82.2	80.5	83.0	83.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 P.M.	ABC	1.7	1.7	1.2	2.0	3.8	2.0	6:30 P.M.
to	CBS	6.7	7.4	6.2	7.0	8.2	3.7	
11:00 P.M.	MBS	2.5	2.6	3.3	1.7	3.0	2.2	7:00 P.M.
to	NBC	23.2	18.9	29.1	24.6	23.1	25.9	
Sets-In-Use		40.0	38.6	43.5	38.5	42.1	40.2	
Available Homes		81.0	79.6	81.8	81.9	82.8	82.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 P.M.	ABC					6.3	3.5	8:00 P.M.
to	CBS					8.1	6.8	
11:30 P.M.	MBS					4.6	9.8	8:30 P.M.
to	NBC					17.2	15.0	
Sets-In-Use						39.0	42.3	
Available Homes						84.5	82.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 P.M.	ABC	2.7	1.5	1.8	1.8	9.5	8.0	7:00 P.M.
to	CBS	10.1	8.5	13.2	9.0	13.0	10.9	
10:30 P.M.	MBS	2.1	2.1	2.2	1.5	2.4	2.7	7:30 P.M.
to	NBC	14.9	12.3	19.3	15.7	16.8	15.0	
Sets-In-Use		35.4	32.2	40.5	31.2	43.6	42.2	
Available Homes		80.5	78.6	83.4	80.2	83.3	80.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 P.M.	ABC					1.5	4.4	8:30 P.M.
to	CBS					5.4	7.1	
12:00 Mid.	MBS					3.3	6.6	9:00 P.M.
to	NBC					15.9	15.3	
Sets-In-Use						29.6	41.5	
Available Homes						81.4	81.8	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: TUESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 Mtd.	ABC						5.0	9:00 P.M.
to	CBS						9.0	to
12:30 A.M.	MBS						3.7	9:30 P.M.
	NBC						10.2	
Sets-In-Use							37.2	
Available Homes							81.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 A.M.	ABC						2.9	9:30 P.M.
to	CBS						7.1	to
1:00 A.M.	MBS						2.0	10:00 P.M.
	NBC						8.9	
Sets-In-Use							28.6	
Available Homes							79.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 A.M.	ABC						4.0	10:00 P.M.
to	CBS						7.1	to
1:15 A.M.	MBS						1.9	10:15 P.M.
	NBC						5.5	
Sets-In-Use							25.2	
Available Homes							78.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: WEDNESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	3.9	3.5	4.9	3.7	5.3	3.1	3:00 P.M. to 3:30 P.M.
	CBS	4.5	4.4	5.4	4.4	2.7	4.4	
	MBS	3.0	3.3	3.8	2.2	5.5	0.7	
	NBC	5.3	5.7	4.7	6.1	2.9	4.2	
Sets-In-Use		22.9	26.3	23.4	20.1	18.7	16.1	
Available Homes		78.9	83.1	81.8	77.8	71.6	63.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	10.9	12.3	13.3	11.0	6.7	3.5	4:30 P.M. to 5:00 P.M.
	CBS	8.7	8.9	10.5	9.1	7.7	4.7	
	MBS	2.1	1.9	3.1	1.6	2.7	2.0	
	NBC	5.2	4.9	5.1	6.9	6.2	3.8	
Sets-In-Use		32.5	35.6	36.0	31.1	27.1	20.3	
Available Homes		82.0	81.6	86.4	82.8	85.8	73.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	4.5	3.4	6.4	4.9	4.7	4.3	3:30 P.M. to 4:00 P.M.
	CBS	6.2	6.6	6.9	5.8	3.4	4.5	
	MBS	3.1	3.8	3.2	2.2	5.5	1.0	
	NBC	5.4	4.8	6.7	6.0	4.2	4.6	
Sets-In-Use		25.6	28.4	27.9	22.3	22.3	18.3	
Available Homes		81.0	83.3	85.6	79.9	76.0	68.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	8.0	9.1	8.4	6.7	4.8	6.4	5:00 P.M. to 5:30 P.M.
	CBS	10.6	11.3	12.4	10.7	12.1	4.6	
	MBS	3.0	3.1	3.1	2.7	4.4	2.4	
	NBC	8.7	7.6	11.5	12.3	5.1	3.6	
Sets-In-Use		36.1	39.8	38.8	34.7	30.1	23.4	
Available Homes		81.4	80.3	85.4	80.3	87.2	77.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	4.1	3.5	5.1	3.3	8.7	3.6	4:00 P.M. to 4:30 P.M.
	CBS	9.5	9.5	11.7	11.4	5.8	3.9	
	MBS	3.6	4.5	3.5	2.3	3.5	2.5	
	NBC	6.6	6.3	7.8	7.1	6.7	4.8	
Sets-In-Use		29.7	32.8	32.0	26.7	28.1	20.2	
Available Homes		81.5	82.1	85.9	82.2	81.2	70.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	8.5	9.8	8.9	6.6	6.7	6.3	5:30 P.M. to 6:00 P.M.
	CBS	9.6	9.2	12.2	10.1	10.7	5.3	
	MBS	3.4	4.2	2.7	1.7	6.7	3.2	
	NBC	11.8	10.5	14.8	16.5	9.6	5.2	
Sets-In-Use		39.5	42.6	42.9	36.0	35.7	26.5	
Available Homes		81.1	80.1	82.0	81.0	86.1	81.8	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: WEDNESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	7.3	10.7	5.1	4.5	10.5	2.9	6:30 P.M.	10:30 P.M.	ABC	7.0	4.9	9.1	4.8	15.7	12.1	7:30 P.M.
	CBS	6.4	5.8	8.2	6.4	5.4	5.7			CBS	3.3	2.3	4.0	2.8	7.7	5.1	
to	MBS	4.1	3.3	5.1	3.7	6.0	5.3		to	MBS	2.9	1.9	3.9	1.9	2.9	6.8	
9:30 P.M.	NBC	17.0	15.7	20.1	20.1	13.7	13.2		6:30 P.M.	NBC	11.9	10.2	13.8	14.9	11.8	9.3	
Sets-In-Use		40.6	43.3	43.8	37.9	38.8	30.9		Sets-In-Use		29.8	25.4	34.2	27.2	40.5	38.5	
Available Homes		81.3	80.2	82.7	79.9	84.7	83.2		Available Homes		79.4	74.8	80.7	80.5	86.1	80.7	

9:30 P.M.	ABC	10.3	12.3	10.5	7.7	14.4	4.9	6:30 P.M.
	CBS	4.7	4.2	5.2	3.4	7.5	6.3	
to	MBS	2.5	1.8	3.3	1.8	4.1	4.4	
10:00 P.M.	NBC	16.4	14.3	20.0	20.4	11.3	12.8	
Sets-In-Use		39.5	39.6	43.6	36.6	40.5	36.0	
Available Homes		80.9	79.6	81.5	80.8	84.8	83.2	

11:00 P.M.	ABC						18.3	15.9	8:00 P.M.
	CBS						7.5	4.9	
to	MBS						2.6	7.7	
11:30 P.M.	NBC						7.3	7.0	
Sets-In-Use							38.2	40.6	
Available Homes							82.1	79.3	

10:00 P.M.	ABC	12.6	12.9	15.0	10.9	10.1	10.0	7:00 P.M.
	CBS	3.8	3.0	4.7	3.1	6.2	6.0	
to	MBS	2.6	1.3	2.3	1.6	8.7	8.3	
10:30 P.M.	NBC	12.3	11.1	15.5	14.8	11.6	6.4	
Sets-In-Use		36.7	35.3	41.8	33.1	39.4	36.5	
Available Homes		79.7	77.8	81.0	80.2	82.6	82.3	

11:30 P.M.	ABC						9.5	19.3	8:30 P.M.
	CBS						3.6	5.8	
to	MBS						2.5	2.1	
12:00 MID.	NBC						14.8	12.8	
Sets-In-Use							32.6	45.5	
Available Homes							82.1	80.2	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: WEDNESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 MID.	ABC						20.5	9:00 P.M.
to	CBS						2.0	
12:30 P.M.	MBS						3.1	9:30 P.M.
	NBC						12.1	
Sets-In-Use							44.0	
Available Homes							80.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

12:30 A.M.	ABC						10.8	9:30 P.M.
to	CBS						3.8	
1:00 A.M.	MBS						1.1	10:00 P.M.
	NBC						12.5	
Sets-In-Use							33.6	
Available Homes							81.4	

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

1:00 A.M.	ABC						8.5	10:00 P.M.
to	CBS						5.7	
1:15 A.M.	MBS						3.4	10:15 P.M.
	NBC						7.2	
Sets-In-Use							32.7	
Available Homes							78.1	

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: THURSDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	3.7	3.3	4.4	3.9	5.2	3.3	3:00 P.M.
to	CBS	4.5	4.6	5.7	4.1	3.1	3.4	to
6:30 P.M.	MBS	2.6	3.1	3.1	2.0	3.1	0.7	3:30 P.M.
	NBC	5.1	5.3	4.4	6.6	2.3	4.5	
Sets-In-Use		22.1	25.3	22.4	20.0	16.7	15.6	
Available Homes		77.8	82.2	80.4	77.9	70.3	60.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	6.8	7.5	6.5	7.6	6.4	3.9	4:30 P.M.
to	CBS	9.2	9.3	11.1	11.2	6.6	3.8	to
8:00 P.M.	MBS	2.3	2.4	3.0	1.7	1.7	2.0	5:00 P.M.
	NBC	4.9	4.9	5.8	5.2	6.0	2.9	
Sets-In-Use		28.8	31.6	30.4	28.3	24.0	19.1	
Available Homes		80.2	79.9	84.2	81.2	95.4	71.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	4.4	3.2	5.6	5.3	5.0	4.3	3:30 P.M.
to	CBS	6.2	6.9	6.6	5.8	3.3	4.6	to
7:00 P.M.	MBS	2.9	3.5	2.8	2.7	3.3	0.6	4:00 P.M.
	NBC	5.0	4.2	6.6	6.1	2.3	4.4	
Sets-In-Use		24.6	26.2	26.9	23.0	18.9	18.9	
Available Homes		80.1	82.4	84.5	81.0	75.6	64.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	4.7	4.8	4.8	4.0	2.8	6.3	5:00 P.M.
to	CBS	12.2	13.5	14.6	12.0	9.5	4.5	to
8:30 P.M.	MBS	2.2	1.9	2.8	1.8	4.4	2.4	5:30 P.M.
	NBC	9.9	9.4	12.5	11.9	12.5	3.9	
Sets-In-Use		34.6	37.3	38.5	32.3	32.0	23.0	
Available Homes		80.8	79.8	83.9	80.3	85.9	77.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	3.4	2.9	4.0	3.9	4.7	2.8	4:00 P.M.
to	CBS	9.6	10.0	12.4	10.5	3.5	3.8	to
7:30 P.M.	MBS	3.5	4.0	3.2	2.7	2.2	4.0	4:30 P.M.
	NBC	6.1	5.9	6.5	7.1	5.9	5.2	
Sets-In-Use		27.8	30.2	29.8	26.6	20.6	20.8	
Available Homes		80.7	80.9	86.1	82.4	77.8	69.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	3.2	3.0	2.3	2.8	3.3	5.7	5:30 P.M.
to	CBS	14.6	15.8	17.7	14.7	12.0	6.0	to
9:00 P.M.	MBS	1.9	2.0	2.4	1.2	3.0	1.8	6:00 P.M.
	NBC	12.2	11.6	14.0	16.5	13.7	5.0	
Sets-In-Use		37.6	39.8	40.4	37.8	36.7	25.8	
Available Homes		81.5	80.7	81.8	81.1	87.8	81.4	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: THURSDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	2.6	1.9	3.0	3.3	3.8	2.9	6:30 P.M. to 6:30 P.M.
	CBS	15.3	16.1	17.8	13.9	16.9	9.8	
	MBS	3.3	2.9	3.8	2.9	4.2	3.6	
	NBC	12.7	12.6	13.2	13.2	15.2	10.7	
Sets-In-Use		39.0	40.8	41.4	35.8	42.6	32.6	
Available Homes		81.1	80.3	81.4	80.2	86.9	82.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 P.M.	ABC	2.4	1.1	1.8	2.7	4.9	7.0	7:30 P.M. to 8:00 P.M.
	CBS	11.3	9.6	15.3	9.1	19.5	10.8	
	MBS	2.7	1.7	3.5	2.5	1.0	5.4	
	NBC	6.9	5.2	8.7	7.3	9.2	8.5	
Sets-In-Use		27.9	23.5	32.8	24.5	38.4	37.1	
Available Homes		77.7	74.1	80.8	80.3	83.2	78.8	

8:30 P.M.	ABC	3.0	2.6	2.9	3.2	3.0	4.5	6:30 P.M. to 7:00 P.M.
	CBS	15.4	15.2	16.9	14.9	21.9	11.4	
	MBS	2.9	2.8	3.4	2.9	1.7	2.7	
	NBC	9.8	9.0	10.0	10.1	10.4	11.7	
Sets-In-Use		36.9	37.4	37.5	34.3	40.0	36.5	
Available Homes		80.3	79.0	81.4	80.2	84.9	81.5	

11:00 P.M.	ABC					2.6	5.5	8:00 P.M. to 8:30 P.M.
	CBS					11.5	7.3	
	MBS					3.0	7.2	
	NBC					12.9	9.7	
Sets-In-Use						33.9	35.8	
Available Homes						83.0	78.5	

10:00 P.M.	ABC	2.7	1.8	2.1	3.0	2.3	6.9	7:00 P.M. to 7:30 P.M.
	CBS	11.2	9.9	14.6	10.9	14.4	9.0	
	MBS	3.0	2.5	4.2	3.0	4.2	2.5	
	NBC	10.6	9.1	13.0	9.8	14.4	11.6	
Sets-In-Use		32.9	30.6	37.0	30.4	37.6	35.7	
Available Homes		79.7	77.3	81.5	81.5	82.0	80.8	

11:30 P.M.	ABC					1.9	3.5	8:30 P.M. to 9:00 P.M.
	CBS					4.8	8.9	
	MBS					2.2	5.1	
	NBC					19.3	14.1	
Sets-In-Use						30.2	37.4	
Available Homes						81.2	79.9	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: THURSDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 Mid.	ABC					3.7	9:00 P.M. to 9:30 P.M.	
to	CBS					9.8		
12:30 A.M.	MBS					3.5		
	NBC					14.3		
Sets-In-Use						38.1		
Available Homes						78.1		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

12:30 A.M.	ABC					3.9	9:30 P.M. to 10:00 P.M.
to	CBS					6.4	
1:00 A.M.	MBS					1.9	
	NBC					11.1	
Sets-In-Use						29.9	
Available Homes						77.5	

	ABC						
	CBS						
	MBS						
	NBC						
Sets-In-Use							
Available Homes							

1:00 A.M.	ABC					5.8	10:00 P.M. to 10:15 P.M.
to	CBS					4.9	
1:15 A.M.	MBS					0.8	
	NBC					6.8	
Sets-In-Use						24.8	
Available Homes						75.6	

	ABC						
	CBS						
	MBS						
	NBC						
Sets-In-Use							
Available Homes							



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	4.2	3.5	5.6	4.0	6.5	3.7	3:00 P.M. to 3:30 P.M.
	CBS	4.3	4.4	5.1	3.5	2.5	4.1	
to	MBS	2.7	3.0	3.3	1.9	3.4	1.1	
6:30 P.M.	NBC	4.8	4.5	4.5	6.3	4.6	4.3	
Sets-In-Use		21.9	24.4	22.8	19.3	19.5	16.7	
Available Homes		77.5	81.7	81.1	76.9	71.1	60.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	9.8	10.6	11.7	10.3	5.3	4.1	4:30 P.M. to 5:00 P.M.
	CBS	8.6	8.3	10.7	9.5	8.4	4.5	
to	MBS	2.2	1.9	2.8	1.5	2.4	2.7	
8:00 P.M.	NBC	4.6	3.9	5.2	6.1	5.7	3.3	
Sets-In-Use		30.0	31.7	33.9	29.5	25.5	19.6	
Available Homes		79.9	78.2	85.0	81.9	84.6	72.1	

6:30 P.M.	ABC	4.3	3.1	5.9	3.8	6.1	5.2	3:30 P.M. to 4:00 P.M.
	CBS	5.9	6.1	6.6	6.1	4.8	4.1	
to	MBS	3.1	3.7	3.5	2.7	2.7	1.1	
7:00 P.M.	NBC	4.6	3.9	5.7	6.1	2.5	3.9	
Sets-In-Use		23.8	25.7	26.0	21.9	19.1	17.8	
Available Homes		79.9	82.4	84.7	79.2	75.9	65.0	

8:00 P.M.	ABC	12.2	16.2	14.0	14.8	3.3	5.4	5:00 P.M. to 5:30 P.M.
	CBS	8.2	8.6	9.7	7.3	11.0	4.5	
to	MBS	2.3	1.7	3.3	1.6	5.1	3.0	
8:30 P.M.	NBC	5.8	5.7	6.2	7.2	6.6	3.4	
Sets-In-Use		34.0	36.9	36.2	33.4	28.9	23.1	
Available Homes		79.5	78.1	82.4	79.7	83.9	77.5	

7:00 P.M.	ABC	3.6	3.2	4.1	4.0	7.1	2.7	4:00 P.M. to 4:30 P.M.
	CBS	8.7	8.5	10.9	11.1	3.9	3.6	
to	MBS	3.6	4.3	3.3	2.5	2.6	3.4	
7:30 P.M.	NBC	6.0	5.8	7.9	6.2	5.2	3.6	
Sets-In-Use		27.3	29.8	30.5	25.8	20.1	18.0	
Available Homes		80.3	81.4	85.6	81.4	78.2	66.7	

8:30 P.M.	ABC	12.7	13.0	14.9	15.3	7.9	6.1	5:30 P.M. to 6:00 P.M.
	CBS	6.5	6.1	7.4	5.7	11.1	6.1	
to	MBS	2.1	2.0	2.4	2.1	3.4	1.8	
9:00 P.M.	NBC	9.2	9.6	10.9	9.6	11.1	4.1	
Sets-In-Use		35.9	37.9	39.3	34.9	35.5	25.0	
Available Homes		78.9	77.3	80.3	80.0	84.1	78.2	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	10.7	12.1	11.5	11.2	10.0	3.8	6:00 P.M. to 6:30 P.M.	10:30 P.M.	ABC	5.3	5.3	5.1	4.7	7.8	6.3	7:30 P.M. to 8:00 P.M.
to	CBS	9.6	9.3	11.1	8.4	11.0	9.6		to	CBS	7.0	6.2	8.6	5.9	11.2	7.8	
9:30 P.M.	MBS	3.1	2.5	3.3	2.8	4.6	4.3		11:00 P.M.	MBS	3.5	2.0	5.5	3.0	5.4	5.8	
	NBC	11.3	10.8	11.7	11.7	11.6	11.4			NBC	6.3	4.9	6.4	7.6	11.8	7.8	
Sets-In-Use		40.1	42.1	41.2	37.4	39.4	34.9		Sets-In-Use		27.7	25.3	29.6	25.0	38.3	34.3	
Available Homes		78.5	77.0	78.6	78.3	82.2	82.3		Available Homes		75.4	73.1	77.8	76.7	76.4	76.7	

9:30 P.M.	ABC	7.3	7.6	7.6	8.7	6.0	4.2	6:30 P.M. to 7:00 P.M.	11:00 P.M.	ABC					11.2	10.6	8:00 P.M. to 8:30 P.M.
to	CBS	10.3	9.8	11.7	9.3	11.9	10.8		to	CBS					7.0	5.7	
10:00 P.M.	MBS	1.8	1.6	1.7	2.1	2.1	2.0		11:30 P.M.	MBS					5.7	4.9	
	NBC	13.1	11.3	15.5	13.5	15.7	13.6			NBC					6.6	8.3	
Sets-In-Use		38.0	37.7	40.0	36.7	38.1	37.0		Sets-In-Use						32.9	37.6	
Available Homes		77.9	76.6	78.6	77.5	80.7	80.2		Available Homes						76.6	77.0	

10:00 P.M.	ABC	5.3	5.9	4.7	4.4	7.1	4.9	7:00 P.M. to 7:30 P.M.	11:30 P.M.	ABC					15.1	13.6	8:30 P.M. to 9:00 P.M.
to	CBS	9.0	8.0	11.1	8.5	12.2	8.3		to	CBS					4.4	4.3	
10:30 P.M.	MBS	2.1	2.0	2.2	1.9	3.5	2.1		12:00 Mid.	MBS					4.6	2.1	
	NBC	12.6	10.4	15.3	10.9	18.7	16.2			NBC					4.2	10.1	
Sets-In-Use		34.3	33.4	37.1	29.3	44.0	37.1		Sets-In-Use						31.7	36.7	
Available Homes		76.6	75.2	77.7	75.6	79.6	80.1		Available Homes						78.8	73.9	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:00 P.M. to 2:30 P.M.	ABC						13.1	9:00 P.M. to 9:30 P.M.
	CBS						7.4	
	MBS						3.4	
	NBC						4.2	
Sets-In-Use							36.8	
Available Homes							75.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:30 P.M. to 3:00 P.M.	ABC						6.1	9:30 P.M. to 10:00 P.M.
	CBS						7.6	
	MBS						1.9	
	NBC						5.1	
Sets-In-Use							28.8	
Available Homes							76.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 P.M. to 10:15 P.M.	ABC						4.8	10:00 P.M. to 10:15 P.M.
	CBS						6.8	
	MBS						1.9	
	NBC						5.0	
Sets-In-Use							26.5	
Available Homes							74.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

DAYTIME AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time	
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings						
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific		
8:00 A.M.	ABC	0.7 †	0.7						9:30 A.M.	ABC	1.7 †	1.4	2.1	1.8				
to	CBS	1.5 †	1.5						to	CBS	2.9 †	2.6	3.6	2.6				
8:30 A.M.	MBS	2.2 †	2.2						10:00 A.M.	MBS	2.1 †	1.7	2.8	2.0				
	NBC	1.9 †	1.9							NBC	3.2 †	2.4	2.8	5.3				
Sets-In-Use		7.9 †	7.9						Sets-In-Use		13.4 †	12.2	14.7	14.8				
Available Homes		80.1 †	80.1						Available Homes		83.0 †	81.0	86.9	82.9				

8:30 A.M.	ABC	1.1 †	1.1					
to	CBS	2.3 †	2.3					
9:00 A.M.	MBS	1.4 †	1.4					
	NBC	2.7 †	2.7					
Sets-In-Use		10.7 †	10.7					
Available Homes		82.6 †	82.6					

10:00 A.M.	ABC	2.1 †	2.0	2.3	2.1	††		
to	CBS	2.8 †	2.0	3.6	3.2			
10:30 A.M.	MBS	1.8 †	1.6	2.0	1.8			
	NBC	5.0 †	4.5	5.1	6.7			
Sets-In-Use		15.5 †	15.1	15.9	17.5			
Available Homes		81.6 †	79.9	84.6	79.6			

9:00 A.M.	ABC	1.6 †	1.4	2.4	1.0			
to	CBS	2.5 †	2.4	2.7	2.4			
9:30 A.M.	MBS	2.2 †	2.5	2.7	1.1			
	NBC	3.1 †	2.7	2.7	4.5			
Sets-In-Use		11.9 †	12.1	11.6	11.7			
Available Homes		84.1 †	82.9	87.2	83.2			

10:30 A.M.	ABC	2.2 †	2.0	2.5	2.2			
to	CBS	3.7 †	3.0	4.9	3.1			
11:00 A.M.	MBS	1.6 †	1.4	2.4	1.5			
	NBC	4.9 †	3.7	6.3	6.2			
Sets-In-Use		17.4 †	16.3	19.8	17.8			
Available Homes		81.2 †	80.9	82.4	78.8			



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

DAYTIME AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time	
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings						
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific		
11:30 A.M. to 1:30 P.M.	ABC	2.3	2.4	2.9	2.3	1.1	1.2	8:00 A.M. to 8:30 A.M.	to	12:30 P.M.	ABC	1.9	1.5	2.0	1.9	1.1	2.5	9:30 A.M. to 10:00 A.M.
	CBS	5.6	5.1	7.1	4.7		3.6			CBS	8.2	7.9	9.3	7.3		7.7		
	MBS	1.8	2.0	2.1	2.0		0.5			1:00 P.M.	MBS	1.9	2.0	2.4	1.3		1.1	
	NBC	3.4	2.4	4.0	5.6		1.7			NBC	2.3	2.1	2.3	3.1		1.5		
Sets-In-Use		17.7	18.0	19.0	19.9		10.1	Sets-In-Use		19.9	19.7	20.5	20.7		17.2			
Available Homes		80.8	80.5	80.2	78.8		83.0	Available Homes		77.7	77.2	79.1	75.0		81.2			
1:30 P.M. to 2:00 P.M.	ABC	1.8	1.7	1.9	1.8		1.8	8:30 A.M. to 9:00 A.M.	to	1:00 P.M.	ABC	1.8	1.4	1.8	2.3		2.2	10:00 A.M. to 10:30 A.M.
	CBS	6.4	6.3	7.3	6.5		5.2			CBS	6.7	6.5	7.5	5.3		6.3		
	MBS	1.3	1.3	1.6	1.3		0.6			1:30 P.M.	MBS	2.1	1.6	3.2	1.8		1.7	
	NBC	3.8	2.7	4.3	5.3		3.5			NBC	2.7	1.7	4.0	4.5		0.7		
Sets-In-Use		17.9	18.0	18.1	20.3		14.7	Sets-In-Use		18.3	17.0	19.9	19.5		16.3			
Available Homes		79.5	78.6	80.4	76.1		83.2	Available Homes		75.9	74.1	77.8	75.2		77.5			
2:00 P.M. to 2:30 P.M.	ABC	1.9	1.9	1.4	1.7		2.5	9:00 A.M. to 9:30 A.M.	to	1:30 P.M.	ABC	2.0	2.2	2.0	2.1		1.3	10:30 A.M. to 11:00 A.M.
	CBS	7.7	7.3	9.1	6.9		6.0			CBS	7.1	6.4	8.0	5.9		7.4		
	MBS	1.8	1.9	2.2	1.6		0.5			2:00 P.M.	MBS	1.7	2.0	2.3	1.2		0.7	
	NBC	2.4	2.5	1.9	3.6		1.3			NBC	1.9	1.2	3.3	1.6		1.9		
Sets-In-Use		19.4	20.3	18.8	19.7		14.7	Sets-In-Use		18.2	18.7	19.3	16.6		16.2			
Available Homes		78.5	78.2	78.6	75.9		81.2	Available Homes		75.8	74.3	79.3	72.7		77.3			



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

DAYTIME AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:00 P.M.	ABC	2.5	2.7	2.3	2.3	††	2.9	11:00 A.M.
to	CBS	4.9	3.8	6.4	4.5		4.4	to
2:30 P.M.	MBS	2.7	2.4	4.4	2.0		1.5	11:30 A.M.
	NBC	2.1	1.6	2.3	2.8		2.6	
Sets-In-Use		18.4	17.8	19.9	17.9		16.9	
Available Homes		74.8	72.8	78.8	74.8		74.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:30 P.M.	ABC	2.9	3.0	2.5	2.3	††	3.1	12:30 P.M.
to	CBS	2.6	2.2	2.9	2.0		3.7	to
4:00 P.M.	MBS	2.5	2.1	3.7	2.2		1.2	1:00 P.M.
	NBC	2.3	1.5	3.2	2.9		1.8	1:30 P.M.
Sets-In-Use		17.2	16.3	19.0	15.2		16.9	
Available Homes		72.6	70.2	73.7	73.7		73.0	

2:30 P.M.	ABC	2.8	3.0	2.3	2.3		3.0	11:30 A.M.
to	CBS	3.6	2.1	4.9	3.9		5.0	to
3:00 P.M.	MBS	2.2	2.0	2.8	1.9		1.7	12:00 NOON
	NBC	1.7	1.3	1.9	2.8		1.0	
Sets-In-Use		16.7	16.1	17.6	16.2		16.1	
Available Homes		73.0	70.4	77.7	71.3		73.0	

4:00 P.M.	ABC	2.9	3.2	3.1	2.0		3.2	1:00 P.M.
to	CBS	2.7	2.3	3.6	2.1		2.5	to
4:30 P.M.	MBS	2.8	2.7	3.7	1.8		2.3	1:30 P.M.
	NBC	1.8	1.1	1.8	3.0		2.3	
Sets-In-Use		17.5	17.6	18.0	15.2		18.3	
Available Homes		72.2	71.5	75.3	71.1		68.7	

3:00 P.M.	ABC	3.1	3.4	2.9	2.7		2.3	12:00 NOON
to	CBS	2.7	1.8	3.5	3.3		3.0	to
3:30 P.M.	MBS	2.5	2.5	3.6	1.5		0.9	12:30 P.M.
	NBC	2.3	1.5	2.6	3.5		2.2	
Sets-In-Use		17.6	16.8	18.4	17.6		16.9	
Available Homes		72.8	70.5	74.9	74.0		71.7	

4:30 P.M.	ABC	2.5	2.4	2.9	2.5		2.9	1:30 P.M.
to	CBS	3.0	3.4	2.9	2.0		2.2	to
5:00 P.M.	MBS	2.6	2.1	3.4	1.3		4.6	2:00 P.M.
	NBC	2.3	2.0	2.6	3.2		1.8	
Sets-In-Use		17.4	17.4	18.0	15.8		18.3	
Available Homes		73.3	73.1	75.6	71.9		70.1	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

DAYTIME-EVENING AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:00 P.M.	ABC	2.6	2.9	2.2	2.2	††	2.8	2:00 P.M. to 2:30 P.M.
	CBS	3.1	3.3	3.1	3.1		1.7	
	MBS	2.8	2.0	3.7	1.5		5.3	
	NBC	2.5	2.5	1.5	3.5		2.5	
Sets-In-Use		17.3	18.6	15.1	15.3		18.5	
Available Homes		74.4	76.3	75.3	73.0		70.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	2.2	2.8	1.3	1.8	3.3	1.9	3:30 P.M. to 4:00 P.M.
	CBS	4.0	4.2	5.1	4.5	1.3	1.7	
	MBS	3.9	3.9	5.5	3.4	5.2	1.7	
	NBC	4.0	3.9	5.0	4.6	2.7	1.9	
Sets-In-Use		21.7	24.3	23.0	19.5	17.6	14.9	
Available Homes		77.7	78.6	81.3	77.3	77.1	69.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:30 P.M.	ABC	2.3	2.2	2.6	1.7		2.4	2:30 P.M. to 3:00 P.M.
	CBS	3.6	4.2	4.1	2.9		1.1	
	MBS	3.7	3.8	4.2	2.8		2.8	
	NBC	2.7	2.6	2.4	3.1		3.1	
Sets-In-Use		20.0	22.8	19.2	16.5		16.7	
Available Homes		76.4	78.7	78.4	75.2		66.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	3.0	2.8	3.2	3.5	4.1	2.3	4:00 P.M. to 4:30 P.M.
	CBS	7.0	6.9	10.3	6.7	5.9	2.6	
	MBS	4.0	4.0	4.8	4.1	6.7	1.9	
	NBC	4.1	3.8	4.7	5.2	4.1	2.5	
Sets-In-Use		25.2	27.2	27.2	23.4	24.5	18.0	
Available Homes		78.0	77.7	81.8	78.5	82.2	70.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:00 P.M.	ABC	2.0	2.2	1.9	2.1	1.1	2.0	3:00 P.M. to 3:30 P.M.
	CBS	4.1	4.4	5.0	3.7	4.5	1.9	
	MBS	3.4	3.4	4.1	2.1	6.9	2.9	
	NBC	3.8	4.5	2.9	4.8	3.5	1.8	
Sets-In-Use		20.7	23.9	19.6	17.3	20.2	17.2	
Available Homes		77.1	79.2	80.7	74.4	74.5	69.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	2.9	2.8	3.2	3.2	3.5	2.0	4:30 P.M. to 5:00 P.M.
	CBS	9.4	10.0	12.9	8.7	7.0	2.7	
	MBS	3.7	3.1	4.7	2.9	10.0	2.9	
	NBC	5.4	4.9	6.6	7.3	3.7	2.4	
Sets-In-Use		27.5	29.1	31.4	25.2	28.6	18.3	
Available Homes		78.0	75.9	82.4	77.9	83.3	75.0	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS							Pacific Time	New York Time	Net-Work	HOOPERATINGS							Pacific Time
		Over-All Averages	"Sectional" Hooperatings					Over-All Averages				"Sectional" Hooperatings							
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific			
8:00 P.M.	ABC	2.9	2.6	3.1	3.9	3.8	1.7	5:00 P.M.	9:30 P.M.	ABC	6.3	6.9	6.9	6.5	7.7	2.8	6:30 P.M.		
to	CBS	8.7	8.9	11.6	8.7	4.8	4.0		to	CBS	5.6	5.5	7.3	5.0	6.3	5.5		to	
9:30 P.M.	MBS	7.6	7.2	9.8	7.5	12.9	3.5		10:00 P.M.	MBS	3.6	3.3	4.3	3.2	4.9	3.4		7:00 P.M.	
	NBC	7.3	7.9	9.0	7.4	4.6	3.0			NBC	13.7	10.2	16.6	17.0	18.5	13.7		7:30 P.M.	
Sets-In-Use		32.3	34.5	37.0	30.6	28.9	20.2		Sets-In-Use		35.2	33.0	39.4	36.2	39.5	32.3			
Available Homes		77.3	74.8	80.6	77.2	84.5	77.1		Available Homes		74.6	72.1	76.5	73.7	78.9	79.4			

8:30 P.M.	ABC	6.2	7.4	6.5	6.9	3.1	1.8	5:30 P.M.	10:00 P.M.	ABC	2.9	2.3	4.4	2.7	3.8	2.0	7:00 P.M.	
to	CBS	7.2	7.6	7.7	6.1	10.9	4.9		to	CBS	7.5	7.4	9.1	7.3	7.8	7.2		to
9:00 P.M.	MBS	4.1	3.0	4.9	3.4	9.2	6.1		10:30 P.M.	MBS	3.2	2.9	3.5	2.6	7.8	3.0		7:30 P.M.
	NBC	12.2	10.7	17.5	15.2	5.0	5.3			NBC	14.7	12.1	15.5	15.7	20.1	18.7		6:00 P.M.
Sets-In-Use		36.7	36.6	40.9	35.2	31.4	25.8		Sets-In-Use		33.8	30.9	36.6	32.7	42.4	37.5		
Available Homes		75.8	73.6	78.7	75.3	84.0	76.1		Available Homes		73.8	71.7	75.1	73.9	77.8	77.3		

9:00 P.M.	ABC	4.9	5.0	5.4	4.7	4.3	3.6	6:00 P.M.	10:30 P.M.	ABC	2.9	2.1	3.6	2.3	10.0	3.4	7:30 P.M.	
to	CBS	10.4	10.0	10.8	11.0	16.7	8.0		to	CBS	9.1	8.6	9.4	8.0	7.1	12.5		to
9:30 P.M.	MBS	3.4	2.9	4.5	2.5	6.3	3.9		11:00 P.M.	MBS	3.4	2.5	4.5	3.1	6.7	4.1		8:00 P.M.
	NBC	12.7	11.6	17.7	13.8	14.6	5.4			NBC	9.7	6.7	9.7	12.9	15.7	13.4		6:30 P.M.
Sets-In-Use		37.3	36.9	43.3	35.7	43.9	28.5		Sets-In-Use		29.8	25.5	31.5	29.4	42.9	38.6		
Available Homes		75.2	72.6	78.4	74.1	83.3	77.5		Available Homes		72.0	68.6	74.2	73.6	77.2	75.3		

9:00 P.M.	ABC	4.9	5.0	5.4	4.7	4.3	3.6	6:00 P.M.	10:30 P.M.	ABC	2.9	2.1	3.6	2.3	10.0	3.4	7:30 P.M.	
to	CBS	10.4	10.0	10.8	11.0	16.7	8.0		to	CBS	9.1	8.6	9.4	8.0	7.1	12.5		to
9:30 P.M.	MBS	3.4	2.9	4.5	2.5	6.3	3.9		11:00 P.M.	MBS	3.4	2.5	4.5	3.1	6.7	4.1		8:00 P.M.
	NBC	12.7	11.6	17.7	13.8	14.6	5.4			NBC	9.7	6.7	9.7	12.9	15.7	13.4		6:30 P.M.
Sets-In-Use		37.3	36.9	43.3	35.7	43.9	28.5		Sets-In-Use		29.8	25.5	31.5	29.4	42.9	38.6		
Available Homes		75.2	72.6	78.4	74.1	83.3	77.5		Available Homes		72.0	68.6	74.2	73.6	77.2	75.3		

9:00 P.M.	ABC	4.9	5.0	5.4	4.7	4.3	3.6	6:00 P.M.	10:30 P.M.	ABC	2.9	2.1	3.6	2.3	10.0	3.4	7:30 P.M.	
to	CBS	10.4	10.0	10.8	11.0	16.7	8.0		to	CBS	9.1	8.6	9.4	8.0	7.1	12.5		to
9:30 P.M.	MBS	3.4	2.9	4.5	2.5	6.3	3.9		11:00 P.M.	MBS	3.4	2.5	4.5	3.1	6.7	4.1		8:00 P.M.
	NBC	12.7	11.6	17.7	13.8	14.6	5.4			NBC	9.7	6.7	9.7	12.9	15.7	13.4		6:30 P.M.
Sets-In-Use		37.3	36.9	43.3	35.7	43.9	28.5		Sets-In-Use		29.8	25.5	31.5	29.4	42.9	38.6		
Available Homes		75.2	72.6	78.4	74.1	83.3	77.5		Available Homes		72.0	68.6	74.2	73.6	77.2	75.3		



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

EVENING AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 P.M.	ABC				1.7	8.2	8:00 P.M.	
to	CBS				9.7	9.3		
11:30 P.M.	MBS				7.2	3.2		
	NBC				11.4	8.2		
Sets-In-Use					32.9	34.4	8:30 P.M.	
Available Homes					77.3	72.6		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 P.M.	ABC					4.0	9:30 P.M.	
to	CBS					4.9		
1:00 P.M.	MBS					1.3		
	NBC					9.5		
Sets-In-Use						26.4	10:00 P.M.	
Available Homes						69.2		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 P.M.	ABC				2.0	2.9	8:30 P.M.	
to	CBS				4.1	9.4		
12:00 M.I.D.	MBS				3.7	3.6		
	NBC				16.0	15.5		
Sets-In-Use					29.8	38.2	9:00 P.M.	
Available Homes					76.9	72.0		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 A.M.	ABC					4.9	10:00 P.M.	
to	CBS					6.5		
1:15 A.M.	MBS					1.5		
	NBC					7.5		
Sets-In-Use						26.6	10:15 P.M.	
Available Homes						70.3		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 M.I.D.	ABC					4.2	9:00 P.M.	
to	CBS					5.8		
12:30 A.M.	MBS					3.5		
	NBC					12.4		
Sets-In-Use						33.3	9:30 P.M.	
Available Homes						69.0		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
PROGRAM NAME	OVER-ALL Average	By Individual Areas					PROGRAM NAME	OVER-ALL Average	By Individual Areas				
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific
A DAY IN THE LIFE OF DENNIS DAY	14.7	12.1	15.7	15.7	20.1	18.7	ARTHUR GODFREY (National Biscuit Co. Mon. thru Fri. 10:45-11:00 A.M.)	7.7	8.2	10.4	5.4	8.1	4.1
ADVENTURES OF SAM SPADE	10.7	8.3	10.4	11.1	12.0	18.1	ARTHUR GODFREY'S TALENT SCOUTS	20.3	21.9	23.3	16.4	18.1	15.0
ADVENTURES OF SHERLOCK HOLMES	5.7	5.0	6.5	4.4	5.1	8.3	AUNT JENNY	6.6	7.3	7.8	3.5	7.9	3.1
ALAN YOUNG SHOW (Program broadcast Jan. 18 thru Apr.)	10.9	9.7	12.5	13.9	§	7.9	BACKSTAGE WIFE	6.9	5.4	6.0	11.3	8.7	6.1
ALDRICH FAMILY	11.2	9.4	12.5	11.9	12.5	14.1	BAND OF AMERICA	6.2	5.7	6.2	7.2	§	§§
AMERICAN ALBUM OF FAMILIAR MUSIC	8.9	7.6	10.1	8.9	13.2	9.7	BETTY CROCKER MAGAZINE OF THE AIR	3.9	3.5	4.1	4.4	2.7	4.4
AMERICAN FORUM OF THE AIR	2.4	2.1	1.9	§	§	3.4	BEULAH	9.9	9.3	12.9	10.7	5.4	7.2
AMERICA'S TOWN MEETING OF THE AIR (Co-op)	4.0	3.0	4.9	2.9	§	4.7	BIG "N" LITTLE CLUB (Program broadcast Feb. 5 thru Apr.)	1.2	1.5	§§	§§	§§	§
AMOS "N" ANDY	16.3	16.0	17.9	18.3	17.7	11.3	BIG SISTER (Program cancelled Jan. 5 only)	7.6	7.5	10.2	6.1	10.2	4.4
ANAGIN HOLLYWOOD STAR THEATRE	8.2	7.9	9.0	7.5	4.6	9.5	BIG STORY	12.9	11.1	15.5	14.8	§	10.6
ARTHUR GAETH	1.6	1.1	1.9	§§	§	2.3	BIG TOWN (Program cancelled 10:00-10:05 P.M. Apr. 19 only)	14.4	12.3	19.6	15.7	§	11.3
ARTHUR GODFREY (Gold Seal Co. Mon. thru Fri. 10:30-10:45 A.M.)	6.4	6.7	8.5	4.3	7.7	4.1	BILL STERN	7.9	6.2	8.2	9.5	§	9.0
ARTHUR GODFREY (Liggett & Myers Tobacco Co. Mon. thru Fri. 11:00-11:30 A.M.)	9.0	9.7	12.3	6.1	10.1	4.4	BING CROSBY SHOW	14.5	12.9	15.0	10.9	18.2	24.0
							BLONDIE	10.0	7.6	11.5	12.3	§§	12.1



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
PROGRAM NAME	OVER-ALL Average	By Individual Areas					PROGRAM NAME	OVER-ALL Average	By Individual Areas				
		East	North Central	South	Moun- tain	Pacific			East	North Central	South	Moun- tain	Pacific
HAWK SHOW	13.9	11.9	17.7	11.8	18.8	16.0	CHORALERS- EUGENE LOWELL, CONDUCTOR (Formerly listed as "Festival of Song")	3.2	3.0	3.7	3.4	§	3.1
HOPE SHOW	20.4	18.3	23.0	20.7	24.5	21.5	CLUB 15	9.7	9.9	11.4	11.4	7.9	4.6
ING BOUTS Rating based on 10:00- 10:30 P.M. portion of broadcast time only)	5.3	5.9	4.7	4.4	7.1	4.9	CLUB TIME	2.0	1.9	1.6	§	§	§
AKFAST CLUB (Gen. Mills, Inc.)	3.9	3.4	4.8	3.7	4.6	4.2	CONTENTED PROGRAM	6.6	5.1	9.9	7.1	9.1	6.9
AKFAST CLUB (Philco Products, Inc.)	5.9	5.2	7.1	5.7	6.1	6.1	COUNTERSPY (Program broadcast Jan. 18 thru April) (Formerly listed as "David Harding")	9.0	10.0	8.6	8.3	4.7	9.2
AKFAST CLUB (Swift & Co. 9:30-9:45 A.M.)	5.4	4.9	6.9	5.6	4.8	4.4	COUNTY FAIR	6.3	5.9	8.0	6.0	§	5.2
AKFAST CLUB (Swift & Co. 9:15- 9:30 A.M.)	5.4	4.2	7.2	5.8	8.0	4.6	CRIME PHOTOGRAPHER	15.4	15.2	16.9	14.9	21.9	11.4
AKFAST IN HOLLYWOOD (Co-op)	2.0	§	0.9	§	1.9	§	CURTAIN TIME	11.9	10.2	13.8	14.9	11.8	9.3
AK THE BANK	11.9	12.1	11.5	11.2	10.0	13.8	DAVID HARUM	3.1	3.1	3.7	1.6	3.4	§§
DE AND GROOM	4.7	3.9	5.2	5.8	5.3	4.3	DR. CHRISTIAN	9.8	9.2	12.2	10.1	10.7	7.1
GHETER DAY	3.6	3.5	3.4	4.6	5.3	2.5	DR. I. Q.	8.4	6.3	9.6	9.9	10.0	10.6
RAIN MIDNIGHT	2.6	2.4	3.4	2.4	2.4	2.0	DR. I. Q., JR. (Program broadcast Jan. 1 thru Apr.)	2.7	2.7	2.4	§§	§	3.4
NEGIE HALL	2.9	3.0	§§	2.6	§§	§§	DOROTHY DIX (Program broadcast Jan. 3 thru Apr.)	2.1	1.9	1.3	3.9	§§	§§
ALCADE OF AMERICA	7.8	6.9	8.5	8.6	10.3	7.2	DOUBLE OR NOTHING	4.2	3.1	4.1	5.5	9.6	4.4
ALLENGE OF THE YUKON	4.1	3.3	4.6	3.5	8.2	6.0	DREW PEARSON	10.3	10.3	9.7	9.9	§	10.3
CKERBOARD JAMBOREE	2.0	§	§	1.7	§§	§§	DUFFY'S TAVERN	17.1	15.7	20.1	20.3	13.7	13.2
							EDDIE CANTOR	11.5	10.8	11.9	12.3	11.6	11.9

40 § Insufficient for reporting

§§ Not broadcast in designated area.



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
PROGRAM NAME	OVER-ALL Average	By Individual Areas					PROGRAM NAME	OVER-ALL Average	By Individual Areas				
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific
EDWARD R. MURROW	8.4	8.3	10.6	9.3	7.3	4.0	FRED WARING SHOW (Thurs P.M.)	6.9	5.2	8.7	7.3	9.2	8.5
EDWIN C. HILL THE HUMAN SIDE OF THE NEWS	3.5	3.4	3.5	3.2	§	4.4	FRED WARING SHOW (Fri. A.M.)	4.4	3.5	5.2	5.3	§	4.2
ELECTRIC THEATRE	7.3	6.3	9.1	8.2	9.8	5.4	FRONT PAGE FARRELL	5.5	5.1	5.1	7.0	5.5	5.7
ERIC SEVAREID AND THE NEWS	4.0	4.0	4.7	3.8	2.1	§§	GABRIEL HEATTER (Mon.)	5.5	4.9	5.8	6.4	§	5.8
ERWIN D. CANHAM - NEWS	2.0	2.0	1.6	1.9	§	2.8	GABRIEL HEATTER (T-T)	4.5	4.0	4.9	5.1	5.4	4.4
ETHEL AND ALBERT (Co-op) (Program cancelled Apr. 4 only)	2.8	3.0	4.0	§§	§	§	GABRIEL HEATTER (Wed.)	5.3	4.3	6.4	4.6	§	6.1
FAMILY HOUR OF STARS	6.1	5.7	6.9	4.7	10.0	7.0	GABRIEL HEATTER (Fri.)	3.9	3.4	4.0	3.3	§	4.9
FAT MAN, THE (Formerly listed as "Daahzell Hammett's Fat Man")	13.3	13.2	14.0	14.8	11.3	10.6	GALEN DRAKE	2.9	2.9	2.7	3.0	3.9	2.7
F.B.I. IN PEACE AND WAR	13.1	13.5	14.6	12.0	§	10.2	GANGBUSTERS (Program sponsored by P & G and Co-op in Dec. sponsored by Gen. Foods Jan. thru Apr.) (* Includes second broad- cast WCFL in Chicago - Dec. only)	11.4 *11.5	11.0	12.0 *12.3	10.9	16.7	10.5
FIBBER MCGEE & MOLLY	23.2	18.9	29.1	24.6	23.1	25.9	GARDEN GATE (Program broadcast Feb. 5 thru Apr.)	2.0	1.7	§	§	§	§
FIRST NIGHTER	11.7	9.6	15.1	11.0	§	11.6	GENE AUTRY SHOW	7.8	7.6	10.6	8.2	4.7	3.8
FISHING AND HUNTING CLUB OF THE AIR	1.4	1.0	2.0	1.4	§§	1.7	G. E. HOUSE PARTY	5.0	4.4	6.3	3.7	8.3	5.2
FORD THEATRE	10.0	9.5	11.4	8.8	11.4	10.2	GEORGE BURNS AND GRACIE ALLEN	13.4	11.6	14.0	16.5	13.7	14.3
FRED ALLEN	11.1	10.4	11.7	9.4	13.9	13.9							
FRED WARING SHOW (Program broadcast T-T A.M. Dec. thru Jan. - Thurs. A.M. only Feb.- thur Apr.)	3.8	2.8	5.0	3.8	§	3.4							



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
PROGRAM NAME	OVER-ALL Average	By Individual Areas					PROGRAM NAME	OVER-ALL Average	By Individual Areas				
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific
LIVE AND TAKE	7.0	6.2	7.7	6.4	§	7.4	HOW TO GET MORE OUT OF LIFE (Sat.) (Program broadcast east Jan. 1 thru Apr.)	3.6	3.6	3.2	§§	§	§
GRAND CENTRAL STATION	8.5	7.7	9.8	8.2	§	8.4	H. V. KALTENBORN (M W F)	6.7	6.5	5.5	8.6	§§	§§
GRAND OLD OPRY	9.8	6.7	9.8	12.9	15.7	13.4	RICHARD HARKNESS (T T)	13.8	13.3	15.1	14.9	10.7	13.1
GRAND SLAM	6.9	7.6	9.3	4.9	§	2.7	INNER SANCTUM	2.1	1.9	3.0	1.7	1.2	1.9
GREATEST STORY EVER TOLD	5.3	6.1	5.0	5.2	4.6	3.3	JACK ARMSTRONG	5.0	4.0	6.2	4.7	5.7	6.4
GREAT GILDERSLEEVE	13.0	10.5	14.8	16.5	14.8	12.8	JACK BENNY (*Includes second broadcast. (CBS) on Pacific Coast.)	22.2	23.9	24.5	18.2	25.4	17.5
GROUCHO MARX SHOW	12.0	12.3	10.6	7.7	15.7	18.9	JACK BERCH	*24.5					*36.2
GUIDING LIGHT	6.5	6.6	8.3	5.9	7.0	3.7	JACK CARSON	3.2	3.2	2.3	4.0	4.9	3.0
HALLMARK PLAYHOUSE	11.2	9.9	14.6	10.9	15.2	9.0	JACK SMITH	8.2	8.6	9.7	7.3	11.0	4.3
HANDY MAN (Program broadcast Jan. 1 thru Apr.)	3.6	3.2	4.1	§§	§	§	JACK SMITH	10.1	9.8	12.0	11.1	8.6	6.9
HARVEST OF STARS	4.9	4.6	5.5	3.4	8.0	5.8	JIMMIE FIDLER (ABC)	6.2	5.3	4.9	8.0	§	7.9
HENRY J. TAYLOR (Mon.)	2.6	2.1	2.2	3.2	§	3.4	JIMMIE FIDLER (MBS)	3.8	3.5	4.4	3.6	§	4.1
HERB SHRINER TIME	4.4	4.4	6.1	3.7	3.1	2.1	JIMMIE DURANTE	10.0	9.6	10.9	9.6	11.1	10.1
HILLTOP HOUSE	2.9	2.9	3.9	1.6	2.8	§§	JOHN B. KENNEDY (Program cancelled Dec. 19 only)	2.6	2.3	2.7	§§	§	2.9
HUNT HUNT	3.3	3.5	3.8	2.5	5.6	2.1	JOHNS-MANVILLE NEWS	2.2	2.0	2.6	1.5	2.9	2.8
HIT THE JACKPOT (Program cancelled 10:00 10:05 P.M. Apr. 19 only)	10.2	8.6	13.2	9.1	12.9	10.9	JO STAFFORD SHOW	2.7	2.3	2.5	2.8	§	4.1
HOUSE OF MYSTERY	7.5	7.1	8.4	7.1	10.5	6.7							
HOW TO GET MORE OUT OF LIFE (Mon. thru Fri.) (Program broadcast Feb. 7 thru Apr.)	1.7	1.9	1.9	1.9	§	1.1							



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

ALPHABETIC INDEX		HOOPERATINGS					ALPHABETIC INDEX		HOOPERATINGS				
PROGRAM NAME	OVER-ALL Average	By Individual Areas					PROGRAM NAME	OVER-ALL Average	By Individual Areas				
		East	North Central	South	Moun- tain	Pacific			East	North Central	South	Moun- tain	Paci
JUDY CANOVA	13.6	10.2	17.4	17.0	18.5	13.7	LOUELLA PARSONS (Formerly listed as "New Louella Parsons Show") (* Includes second broadcast (DLBS) on Pacific Coast Jan. thru Apr.)	13.5 * 14.0	13.1	12.8	14.1	§	15.0 * 19.0
JUNIOR MISS	6.5	6.3	7.2	6.5	§	5.2	LOWELL THOMAS	7.9	8.3	7.7	7.4	11.1	6.9
JUST PLAIN BILL	5.8	5.2	6.1	8.4	4.2	5.3	LUM AND ABNER	6.9	5.0	8.0	8.8	5.7	8.8
JUVENILE JURY	5.1	4.4	7.0	4.0	9.4	4.1	LUTHERAN HOUR	1.4	0.7	2.4	2.2	1.5	1.4
KATE SMITH SINGS	2.3	2.2	2.6	§§	2.3	2.3	MA PERKINS (CBS) (Program cancelled Jan. 5 only)	8.6	8.0	10.9	8.7	8.8	6.5
KAY KYSER COLLEGE OF FUN AND KNOWLEDGE	3.6	3.3	3.5	2.9	2.3	6.4	MA PERKINS (NBC)	5.8	4.4	5.2	9.0	8.0	6.3
LASSIE	2.6	3.0	1.5	3.2	§	§	MARY LEE TAYLOR	3.7	3.2	4.5	4.9	§	1.9
LETS PRETEND	5.7	5.2	7.4	4.9	§	3.5	MAYOR OF THE TOWN (Program broadcast Jan. 2 thru Apr.) (* Includes second broadcast (NBC) in Cincinnati on Feb. 6 only)	4.2 *4.2	5.1 *5.1	4.2	2.5	§	3.4
LIFE CAN BE BEAUTIFUL	5.0	4.0	5.0	7.2	8.6	3.8	MEET THE MEEKS	3.3	2.4	4.0	5.6	§	1.7
LIFE OF RILEY	12.6	10.4	15.3	10.9	18.7	16.2	MILTON BERLE	9.5	10.7	9.3	5.1	9.5	12.7
LIGHT OF THE WORLD	4.7	4.0	3.6	5.9	12.4	5.1	MONDAY MORNING HEADLINES	8.0	7.6	7.3	9.0	§	8.6
LITTLE HERMAN (Program broadcast Jan. 1 thru Apr.) (*Includes second broadcast (WCFL) in Chicago	4.0 *4.1	3.6	4.9 *5.4	4.5	§	3.6	MR. AND MRS. NORTH	12.1	12.1	14.4	12.4	12.4	7.2
LONE RANGER	11.0	11.7	12.3	11.2	7.4	7.5							
LORA LAWTON	3.0	2.8	2.5	4.7	3.2	2.1							
LORENZO JONES (Program cancelled Apr. 4 only)	6.6	6.0	5.8	9.3	7.0	5.9							



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1948 THRU APRIL, 1949

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
PROGRAM NAME	OVER-ALL Average	By Individual Areas					PROGRAM NAME	OVER-ALL Average	By Individual Areas				
		East	North Central	South	Moun- tain	Pacific			East	North Central	South	Moun- tain	Pacific
MR. CHAMELEON	11.5	11.3	12.4	10.7	12.1	§§	PEPPER YOUNG'S FAMILY	6.9	5.4	6.2	10.6	9.0	6.9
MR. DISTRICT ATTORNEY	16.8	14.3	20.0	20.4	22.5	12.5	PERRY MASON	5.9	5.9	7.0	5.2	5.6	4.5
MR. KEEN, TRACER OF LOST PERSONS	15.0	15.8	17.7	14.7	12.0	8.9	PET MILK SHOW	6.0	4.8	5.7	6.6	11.4	8.2
MUSIC HALL	12.7	12.6	13.2	13.2	15.2	10.7	PHIL HARRIS - ALICE FAYE	14.9	14.2	16.4	13.4	15.6	16.7
MY FAVORITE HUSBAND (Program broadcast Jan. 7 thru Apr.)	7.0	6.4	7.7	6.2	§	7.9	PHILIP MORRIS NIGHT WITH HORACE HEIDT (* Includes second broadcast (NBC) on Pacific Coast Jan. thru Apr.)	9.2 *10.8	7.6	12.0	8.6	12.0	9.4 *22.8
MY FRIEND IRMA	20.3	19.1	24.0	19.3	26.0	17.5	PHILIP MORRIS PLAYHOUSE	9.0	8.0	11.1	8.5	12.2	8.3
MYSTERY THEATRE	14.1	14.1	17.1	14.5	13.0	9.1	PORTIA PAGES LIFE	7.2	6.0	8.0	9.8	7.4	6.0
MY TRUE STORY	6.2	6.2	6.4	6.1	5.2	5.9	QUEEN FOR A DAY (Miles)	3.5	2.7	4.6	3.5	3.2	4.6
NATIONAL FORM AND HOME HOUR	1.9	1.5	1.7	3.6	§	0.7	QUEEN FOR A DAY (Philip Morris)	3.4	2.7	4.6	§§	2.8	4.3
NEWS OF THE WORLD	6.3	4.9	7.0	7.3	5.8	9.0	QUICK AS A FLASH	7.9	8.7	7.9	6.7	8.1	6.3
NEW YORK PHILHARMONIC SYMPHONY	3.5	3.2	4.1	3.0	5.2	3.6	QUIZ KIDS	6.0	4.7	6.5	6.7	7.3	8.4
NICK CARTER, MASTER DETECTIVE	7.7	7.9	8.8	6.7	9.5	5.8	RADIO THEATRE	25.3	25.6	29.9	22.5	31.0	18.2
ORIGINAL AMATEUR HOUR	9.2	9.5	8.7	6.7	12.5	12.4	RAILROAD HOUR	6.6	6.9	7.2	5.8	7.2	5.7
OUR GAL SUNDAY	7.8	8.5	9.9	5.4	9.1	3.9	RED SKELTON SHOW	13.1	11.3	15.5	13.5	15.7	13.6
OUR MISS BROOKS	9.9	8.6	12.2	10.4	13.4	8.4	RIGHT TO HAPPINESS	7.0	5.7	6.7	10.3	6.9	7.2
RIZZIE AND HARRIET	9.8	8.9	10.4	8.6	15.2	11.6	ROAD OF LIFE	4.0	3.4	3.8	4.8	5.9	4.8
THEY ARE FUNNY	16.8	12.0	21.4	16.5	25.0	24.0							



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PERIOD: DECEMBER, 1948 THRU APRIL, 1949

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		East	North Central	South	Moun- tain	Pacific			East	North Central	South	Moun- tain	Paci
ROBERT MERRILL WITH THE BOSTON POPS ORCHESTRA AND ARTHUR FEIDLER (Formerly listed as "RCA Victor Show")	4.5	4.4	4.7	4.4	5.0	4.1	STOP THE MUSIC (8:00-8:15 P.M.) (Program sponsored by Smith Bros. Dec. thru Mar. sponsored by P. Lorillard Co. in Apr.)	14.7	15.6	16.3	14.8	§	9.3
ROMANCE OF HELEN TRENT	7.2	7.9	8.9	4.6	8.6	3.9	STOP THE MUSIC (8:45-9:00 P.M. P Lorillard Co.)	20.8	22.0	19.9	20.4	§	18.7
ROSEMARY	7.1	8.0	8.0	5.6	7.7	3.7	STOP THE MUSIC (Speidel Co.)	20.0	19.7	20.3	24.5	§	14.4
ROY ROGERS SHOW	7.9	8.6	8.8	6.5	10.3	5.6	STRAIGHT ARROW (Mon.) (Program broad- cast Feb. 7 thru Apr.)	3.7	3.5	3.8	2.3	§	4.2
SCREEN GUILD	10.6	9.1	13.0	9.8	14.4	11.6	SUPPER CLUB	8.1	7.1	10.3	7.3	10.9	10.0
SEALTEST VARIETY SHOW	10.1	9.0	11.0	11.3	§§	11.7	SUSPENSE	15.3	16.1	17.8	13.9	16.9	9.8
SECOND MRS. BURTON	5.6	6.0	5.7	§§	5.0	4.4	SYMPHONETTE - MICHAEL PIOSTRO, CONDUCTOR (Formerly listed as "Festival of Music") (Program broadcast Jan. 2 thru Apr.)	3.8	3.8	4.0	4.1	§	2.2
SHADOW, THE	12.8	12.8	§§	§§	§§	§§	TAKE A NUMBER	3.8	3.4	4.5	3.5	§	2.9
SHERIFF, THE	7.8	8.1	8.0	9.4	§	4.2	TAKE IT OR LEAVE IT	11.5	8.8	14.5	11.1	17.1	14.6
SKY KING	5.1	4.3	5.9	5.4	6.3	5.8	TALES OF FATIMA (Program broadcast Jan. 1 thru Apr.)	6.1	5.4	7.8	5.8	§	4.6
SMILIN' ED MC CONNELL	3.8	2.7	4.3	5.3	§	3.5	TED MALONE	2.7	2.4	2.2	3.1	3.1	4.6
SPIKE JONES SHOW (Formerly listed as "Spotlight Review")	8.7	8.3	10.3	7.2	§	8.8							
STARS OVER HOLLYWOOD	6.7	6.0	8.3	5.3	§	7.0							
STAR TIME WITH DOROTHY KILGALLEN	2.7	2.4	3.3	2.8	§	§							
STELLA DALLAS	7.2	5.9	6.5	11.2	7.9	7.2							
STOP THE MUSIC (Eversharp, Inc.)	17.2	18.5	17.2	18.4	§	10.4							



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		East	North Central	South	Moun- tain	Pacific			East	North Central	South	Moun- tain	Pacific
TELEPHONE HOUR	7.2	5.9	7.9	8.1	9.1	8.5	WELCOME TRAVELERS	5.0	4.5	5.0	4.9	6.4	6.7
THEATRE GUILD OF THE AIR	10.7	10.3	10.8	10.2	12.8	12.1	WE LOVE AND LEARN	2.9	2.5	2.8	3.7	4.2	3.5
THEATRE OF TODAY	7.7	7.3	9.3	6.9	§	6.0	WENDY WARREN AND THE NEWS	6.1	7.1	7.9	3.1	6.5	3.7
THEATRE U. S. A.	3.3	3.6	2.3	2.4	§	5.6	WE, THE PEOPLE	9.4	9.4	10.7	9.0	§	§§
THIS CHANGING WORLD (Program cancelled Dec. 19 and Jan. 2 only)	2.3	2.2	2.7	3.0	§	0.9	WHAT'S MY NAME (Program broadcast Feb. 5 thru Apr.)	2.0	1.8	2.7	1.7	§	§
THIS IS NORA DRAKE	4.6	4.6	5.7	3.0	§	4.3	WHAT MAKES YOU TICK?	3.3	3.4	3.8	3.1	2.5	3.1
THIS IS YOUR F. B. I.	14.0	13.0	14.9	15.3	15.1	13.6	WHEN A GIRL MARRIES	7.5	6.8	7.2	10.5	9.1	5.6
THIS IS YOUR LIFE	10.5	8.5	9.9	11.3	15.9	15.2	YOUNG DR. MALONE	6.6	7.0	8.2	5.6	9.2	4.5
THREE STAR EXTRA	4.8	4.7	§§	§	§§	§§	YOUNG WIDDER BROWN (Program cancelled Apr. 4 only)	7.0	5.9	6.9	10.3	7.4	6.5
TODAYS CHILDREN	4.6	3.4	5.1	6.6	10.5	3.4	YOUR HIT PARADE	13.6	11.6	17.9	13.8	14.6	12.4
TOM MIX	2.9	2.6	3.5	2.8	2.5	2.8	YOURS FOR A SONG	1.4	1.3	1.3	§§	§§	1.8
TRUE DETECTIVE MYSTERIES	9.8	9.2	11.5	7.6	15.2	10.3							
TRUE OR FALSE	5.0	4.0	6.0	3.7	§	6.7							
TRUTH OR CONSEQUENCES	13.9	10.7	17.5	15.2	16.0	15.5							
TWENTY QUESTIONS	8.1	7.2	9.8	7.5	12.9	7.0							
VAUGHN MONROE	10.3	10.0	12.9	8.7	9.7	9.3							
VICTOR H. LINDLAHR	1.2	1.2	1.1	§	§	1.2							
VOICE OF FIRESTONE	6.5	5.6	7.2	7.6	9.4	5.7							
WALTER WINCHELL (* Includes second broadcasts (ABC) and (DLBS) on Pacific Coast Jan. thru Apr.)	23.8 *25.3	24.3	21.2	28.5	§	19.7 *31.6							



THE 36 HOOPER SURVEY CITIES



SECTION		% RADIO HOMES*	% HOOPER SAMPLE
EASTERN	14 Cities	43.5	42.9
NORTH CENTRAL	7 Cities	23.1	22.4
SOUTHERN	9 Cities	19.6	18.4
MOUNTAIN	2 Cities	3.0	4.1
PACIFIC	4 Cities	10.8	12.2

ALL THE ABOVE REGULAR HOOPER INTERVIEWING CITIES MEET THE FOLLOWING REQUIREMENTS:

1. Local service by all four networks - ABC, CBS, MBS & NBC.
2. Adequate signal supplied by each local network station within the interviewing area.
3. Sufficiently large list of telephone subscribers.

* Based on RADIO FAMILIES - U.S.A. 1948, Broadcast Measurement Bureau.



**BROADCAST
AUDIENCE
MEASUREMENTS**
CONTINUOUSLY BY
COINCIDENTAL
METHOD
SINCE
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