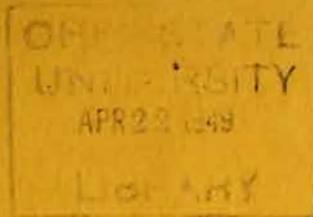


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FALL-WINTER, 1948-1949



COMPREHENSIVE



FOR THE CONFIDENTIAL USE OF

SECTIONAL RATINGS

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C. E. HOOPER, INC.

BROADCAST AUDIENCE MEASUREMENTS
NEW YORK

Chicago

Norwalk

Hollywood

HE8697
A B A I C 6
1948/49
FALL/WINTER

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GOVERNING USE OF
COMPREHENSIVE HOOPERATINGS**

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- (2) To publish or otherwise reveal the accurate facts when and if data accredited to our organization are at variance with our records.

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.

April 20th, 1949

Because Hooper checking cities did not employ Daylight Saving Time uniformly, the Pacific network Hooperatings cannot be reduced to "local time" merely by subtracting three hours from the New York time figure published for the Pacific area.

For example, Los Angeles and San Francisco employed Daylight Saving time during the first three months (October, November and December) period comprehended by this report and Portland and Seattle, Pacific Standard time, although all are listed as a part of the Hooper "Pacific" sample.

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.

Supplementary interviewing for Monday, Wednesday and Thursday October 18, 20 and 21, from 12:45 PM to 4:00 PM, N.Y.T. was substituted for the regular Hooper checking week, October 4, 6, and 7, 12:45 PM to 4:00 PM, N.Y.T. when the Playoff Game and the World Series was being broadcast.



COMPREHENSIVE HOOPERATINGS
TABLE OF CONTENTS

Code of PracticeSecond Cover

General IntroductionPage A

 Method and ScopePage A

 "Sectional Hooperatings" Report.Page B

 SamplePage C

 Interviewing Schedule.Page C

 Description of Reported Percentages.Page D

 Computation of Approximate 38 City Averages.Page D

 Explanation of Symbols Used on Report Pages.Page E

Advertising Agencies-Placing programs reported in this issuePage F - I

Composition of Radio Audience Page 1 - 2

SUNDAYS - Afternoon and Evening Page 3 - 7

MONDAYS THRU FRIDAYS - Daytime and Evening Page 8 -17

MONDAYS - Evening Page 18-20

TUESDAYS - Evening. Page 21-23

WEDNESDAYS - Evening. Page 24-26

THURSDAYS - Evening Page 27-29

FRIDAYS - Evening Page 30-32

SATURDAYS - Complete Daytime and Evening. Page 33-38

Geographic Area Ratings By Programs Page 39-46



GENERAL INTRODUCTION

The Report

COMPREHENSIVE HOOPERINGS 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 "36 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 36 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 38 city sample size by reported time periods is approximately as follows:

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

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 "36 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	33.5	X 42.9	14.4
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	28.8	X 18.4	5.3
8:00 - 8:30 P.M., New York Time	Mountain	30.9	X 4.1	1.3
11:00 - 11:30 P.M., New York Time	Pacific	43.9	X 12.2	5.4

Approximate "36 City Average" SETS-IN-USE. . . 33.5

The same procedure may be used to determine an approximate "36 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 36 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

(October, 1948 thru February, 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.-Feb.)
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
Inner Sanctum
Jack Benny
Let's Pretend
Phil Harris - Alice Faye
Theatre Guild on the Air
Theatre of Today
The Listening Post (Last b'dcast Oct. 1-7)
What's My Name (Oct.-Nov.)
What's My Name (Feb.)
Your Hit Parade
Your Lucky Strike (Dec.-Feb.)

BENNETT, VICTOR A., CO., INC.
Festival of Music (Janr-Feb.)
Festival of Song

BENTON & BOWLES, INC.
Family Hour of Stars
Gangbusters (Oct.-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 (Ivory Snow)
Wendy Warren & the News
When A Girl Marries (Diamond Crystal Salt)

BERMINGHAM, CASTLEMAN & PIERCE, INC.
Yours For A Song (Nov.-Feb.)

BIOW COMPANY, INC., THE
Counterspy (Jan.-Feb.)
Everybody Wins (Last b'dcast Oct. 15)
F.B.I. In Peace and War
Life Can Be Beautiful
Mel Torme Show (Last b'dcast Oct. 5)
Music You'll Remember (Last b'dcast Oct. 19)
Philip Morris Night with Horace Heidt
Philip Morris Playhouse (Nov.-Feb.)
Stop the Music (Eversharp)
Take It or Leave It
This Is Your Life (Nov.-Feb.)

BLACKETT, HILL & CO.
Captain Midnight

BROWN & BOWERS, INC.
Checkerboard Jamboree

BUCHANAN & CO.
Metropolitan Opera (Dec.-Feb.)

BURNETT, LEO, COMPANY, INC.
Club Time
Fred Waring (Am. Meat)
Fred Waring (Minnesota Valley)
Galen Drake
H.V. Kaltarborn
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
Truth or Consequences
Welcome Travelers (Crisco)
What Makes You Tick?
Young Dr. Malone



ADVERTISING AGENCIES (Cont'd)

- COOPERATIVE**
America's Town Meeting of the Air
Ethel & Albert
- DANCER-FITZGERALD-SAMPLE, INC.**
Alan Young (Feb.)
American Album of Familiar Music
Backstage Wife
Betty Crocker Magazine of the Air
Beulah
Bride & Groom
Brighter Day (Nov.-Feb.)
Front Page Farrell (Oct.-Jan.)
Jack Smith Show
Joyce Jordan, M.D. (Last b'dcast Oct. 1-7)
Just Plain Bill (Oct.-Jan.)
Light of the World
Lone Ranger
Lorenzo Jones
Manhattan Merry-Go-Round
Ma Perkins (CBS)
Ma Perkins (NBC)
Mr. Chaneleon
Mr. Keen, Tracer of Lost Persons
Mystery Theatre
Our Gal, Sunday
Romance of Helen Trent
Stella Dallas
Young Widder Brown
- D'ARCY ADVERTISING CO., INC.**
Pause that Refreshes on the Air (Last b'dcast Feb. 4)
Spike Jones
- DOHERTY, CLIFFORD & SHENFIELD, INC.**
Break the Bank
Mr. District Attorney
- DURSTINE, ROY S., INC.**
Gabriel Heatter (Serutan)
Victor H. Lindlahr
- ELLINGTON & COMPANY, INC.**
Band of America
- ERWIN, WASEY & CO., INC.**
Billy Rose Pitching Horseshoes (Last b'dcast Oct. 1-7)
Contented Program
Gabriel Heatter (Semler-Nov.-Feb.)
- ESTY, WILLIAM, COMPANY, INC.**
Blondie
Bob Hawk Show
Grand Ole Opry
Jimmy Durante
Screen Guild Players
Vaughn Monroe Show
- FOOTE, COVE & BELDING**
Crime Photographer
Give & Take
Hallmark Playhouse
Hint Hunt
Ladies Be Seated (Toni Co.)
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. 2-6)
- GAHAGAN, ANDREW, ASSOCIATES, INC.**
Samuel B. Pettengill (Last b'dcast Oct. 3)
- GARDNER ADVERTISING CO.**
Game of the Week (Last b'dcast Nov. 5)
Mary Lee Taylor
Mel Allen (Last b'dcast Dec. 4)
Pet Milk Show
Theatre U.S.A. (Nov.-Feb.)
Tom Mix
- GEYER, NEWELL & GANGER, INC.**
Edwin C. Hill - The Human Side of the News
- GITTENS, BERT S., ADVERTISING AGENCY**
National Farm & Home Hour
- GOTHAM ADVERTISING CO., INC.**
Lutheran Hour
- GRANT ADVERTISING, INC.**
Curtain Time
Dr. I.Q.
Dr. I. Q., Jr. (Jan.-Feb.)
Nick Carter, Master Detective
- GUMBINNER, LAWRENCE CO., ADV. AGENCY, INC.**
Dashiell Hammett's "Fat Man"
- HARTMAN, GEORGE H., CO.**
Superman (Last b'dcast Nov. 3-9)
- HENRI, HURST & McDONALD, INC.**
Lassie
- HIRSHON-GARFIELD, INC.**
The Better Half (Last b'dcast Dec. 2)
- HOGUE, HUBER & SONS**
John B. Kennedy
- HUMPHREY, H.B., COMPANY**
Erwin D. Canham - News
Great Scenes from Great Plays
- HUTCHINS ADVERTISING AGENCY, INC.**
Bing Crosby Show
Breakfast Club (Philoo)
- IVEY, NEAL D., COMPANY**
Inside of Sports
- JONES, DUANE, CO., INC.**
David Harum
Lora Lawton
Strange Romance of Evelyn Winters
(Last b'dcast Nov. 3-9)
We Love & Learn
- KATZ, THE JOSEPH, COMPANY**
Carnegie Hall
- KENYON & ECKHARDT, INC.**
County Fair
Ford Theatre
Your Song & Mine (Last b'dcast Dec. 15)



ADVERTISING AGENCIES (Cont'd)

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

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

Ladies Be Seated (Quaker)

LENNEN & MITCHELL, INC.

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

MARSCHALK & PRATT CO.

New York Philharmonic Symphony

MATHES, J.M., INCORPORATED

Strike It Rich

MAC MANUS, JOHN & ADAMS, INC.

Garden Gate (Feb.)

MAXON, INCORPORATED

Boxing Bout

MCCANN-ERICKSON, INC.

Arthur Godfrey (National Bisquit)
Breakfast Club (Swift-9:30 A.M.-Thurs.)
Dr. Christian
Grand Central Station
Harvest of Stars
Kay Kyser College of Fun & Knowledge
Little Herman (Jan.-Feb.)
Sheriff, The
Straight Arrow (Mon.Eve.) (Feb.)
Ted Malone

MEYERHOFF, ARTHUR, & CO.

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

MURRAY, JOHN F. ADVERTISING AGENCY

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

NEEDHAM, LOUIS & BROERY, 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.-Feb.)

OLEAN ADVERTISING CO.

Whiz Quiz (Last b'dcast Dec. 4)

ORR, ROBERT W. & ASSOCIATES, INC.

Louella Parsons
Walter Winchell (Oct.-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.)
Date with Judy (Last b'dcast Jan. 4)
Jo Stafford (Nov.-Feb.)
Reverse All-Star Revue (Last b'dcast Nov. 4)
Three Star Extra

RUTHRAUFF & RYAN, INC.

Amos 'n' Andy
Aunt Jenny
Behind the Front Page (Last b'dcast Dec. 19)
Gene Autry Show
Mayor of the Town (Jan.-Feb.)
Shadow, The

SCHWIMMER & SCOTT, INCORPORATED

David Harding - Counterspy (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.

Anacin Hollywood Star Theatre
Big Story
Big Town
Gabriel Heatter (Carter)
(Last b'dcast Dec. 15-21)
Gabriel Heatter (Noxzema)
Jimmie Fidler (ABC)
Jimmie Fidler (MBS)
Stop the Music (Smith Bros.)

SWEENEY & JAMES CO.

Voice of Firestone

TATHAM-LAIRD, INC.

Breakfast Club (General Mills)

THOMPSON, J. WALTER, COMPANY

Adventures of Archie Andrews
(Last b'dcast Oct. 2)
Breakfast Club (Swift-9:30 A.M. MTWP)
Breakfast Club (Swift - 9:15 A.M.)
Charlie McCarthy Show (Last b'dcast Dec. 19)
Fred Allen Show
John-Manville News
Meet the Meeks
Music Hall
My True Story
One Man's Family
Radio Theatre
Robert Merrill with the Boston Pops Orch.
and Arthur Feldler



ADVERTISING AGENCIES (Cont'd)

THWING & ALTMAN, INC.

Handy Man (Jan.-Feb.)
 How to Get More Out of Life (ABC) (Feb.)
 How to Get More Out of Life (CBS) (Jan.-Feb.)

VON ZEHLE, WILLIAM & CO.

Dorothy Fuldheim (Last b'dcast Nov. 5)

WADE ADVERTISING AGENCY

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

WALKER & DOWNING

Fishing & Hunting Club of the Air

WALLACE-FERRY-HANLEY COMPANY

First Nighter

WARWICK & LEGLER, INC.

Eddie Cantor
 Metropolitan Opera Auditions of the Air (Dec.-Feb.)
 This Is Your F.B.I.

WEINSTEIN & COMPANY

Arthur Gaeth

WEINTRAUB, WM. H., & CO., INC.

Adventures of Sherlock Holmes
 Adventures of the Thin Men (Last b'dcast Jan. 20)
 Drew Pearson
 Guy Lombardo (Last b'dcast Jan. 8)
 Monday Morning Headlines
 Quick As A Flash
 Tomorrow's Headlines (Last b'dcast Jan. 8)
 Walter Winchell (Jan.-Feb.)
 William L. Shirer (Oct.-Dec.)
 William L. Shirer (Jan.-Feb.)

WEISS & GELLER, INC.

Groucho Marx Show

WHEELOCK, 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.-Feb.)
 G.E. House Party
 Jack Carson
 Meredith Willson
 Mr. Ace & Jane (Last b'dcast Dec. 17)
 My Favorite Husband (Jan.-Feb.)
 Ozzie & Harriet
 Second Mrs. Burton
 Star Time with Dorothy Kilgallen
 Sweeny & March (Last b'dcast Oct. 1)
 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 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	Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC		
6:00-7:00 P.M.	Women	1.13	1.18	1.10	1.13	1.06	1.00	1.06	0.86	1.06	0.94	1.00	1.06	0.89	1.01	0.97	0.99	1.06	0.88	0.99	0.95	Women	6:00-7:00 P.M.
	Men	0.87	0.96	0.84	0.84	0.71	0.65	0.83	0.57	0.56	0.27	0.61	0.77	0.51	0.62	0.30	0.63	0.83	0.52	0.56	0.25	Men	
	Children	0.51	0.54	0.55	0.44	0.47	0.53	0.45	0.70	0.61	0.32	0.48	0.41	0.65	0.59	0.30	0.52	0.42	0.74	0.63	0.29	Children	
	Total	2.51	2.68	2.49	2.41	2.24	2.18	2.34	2.13	2.23	1.53	2.09	2.24	2.05	2.22	1.57	2.14	2.31	2.14	2.18	1.49	Total	
7:00-8:00 P.M.	Women	1.21	1.25	1.22	1.21	1.08	1.00	1.02	0.99	1.01	0.88	1.08	1.14	1.09	1.09	0.84	1.01	1.03	1.01	1.09	0.86	Women	7:00-8:00 P.M.
	Men	0.95	1.00	1.00	0.91	0.77	0.73	0.78	0.79	0.77	0.41	0.75	0.81	0.81	0.79	0.43	0.70	0.75	0.76	0.73	0.38	Men	
	Children	0.54	0.55	0.59	0.53	0.41	0.54	0.51	0.62	0.56	0.45	0.45	0.40	0.51	0.49	0.48	0.51	0.50	0.57	0.51	0.48	Children	
	Total	2.70	2.80	2.81	2.65	2.26	2.27	2.31	2.40	2.34	1.74	2.28	2.35	2.41	2.37	1.75	2.22	2.28	2.34	2.33	1.72	Total	
8:00-9:00 P.M.	Women	1.24	1.27	1.27	1.22	1.13	1.06	1.12	1.02	1.10	0.92	1.06	1.08	1.05	1.16	0.90	1.08	1.12	1.06	1.17	0.89	Women	8:00-9:00 P.M.
	Men	0.95	1.00	0.96	0.90	0.88	0.77	0.83	0.75	0.79	0.63	0.74	0.73	0.75	0.82	0.70	0.78	0.81	0.80	0.80	0.65	Men	
	Children	0.42	0.37	0.49	0.44	0.46	0.44	0.37	0.50	0.53	0.50	0.44	0.32	0.51	0.55	0.50	0.47	0.37	0.56	0.54	0.54	Children	
	Total	2.61	2.64	2.72	2.56	2.47	2.27	2.32	2.27	2.42	2.06	2.24	2.13	2.31	2.53	2.10	2.33	2.30	2.42	2.51	2.08	Total	
9:00-10:00 P.M.	Women	1.20	1.23	1.20	1.19	1.16	1.11	1.14	1.08	1.19	1.01	1.13	1.16	1.10	1.18	1.05	1.11	1.14	1.05	1.13	1.07	Women	9:00-10:00 P.M.
	Men	0.90	0.92	0.92	0.85	0.87	0.76	0.80	0.76	0.75	0.69	0.81	0.84	0.77	0.79	0.79	0.78	0.81	0.79	0.73	0.75	Men	
	Children	0.30	0.22	0.35	0.29	0.43	0.38	0.28	0.44	0.42	0.50	0.35	0.26	0.40	0.44	0.39	0.33	0.23	0.39	0.41	0.39	Children	
	Total	2.40	2.37	2.47	2.33	2.46	2.25	2.22	2.28	2.36	2.20	2.29	2.26	2.27	2.41	2.23	2.22	2.18	2.23	2.27	2.21	Total	
10:00-10:30 P.M.	Women	1.17	1.20	1.23	1.15	1.06	1.17	1.20	1.16	1.26	1.05	1.20	1.17	1.06	1.15	1.04	1.08	1.15	1.04	1.12	0.93	Women	10:00-10:30 P.M.
	Men	0.90	0.91	0.94	0.83	0.87	0.77	0.82	0.76	0.76	0.69	0.86	0.85	0.79	0.78	0.69	0.79	0.87	0.79	0.79	0.57	Men	
	Children	0.26	0.14	0.30	0.33	0.36	0.27	0.20	0.37	0.26	0.30	0.37	0.18	0.30	0.42	0.43	0.29	0.16	0.34	0.36	0.48	Children	
	Total	2.33	2.25	2.47	2.31	2.29	2.21	2.22	2.29	2.28	2.04	2.43	2.20	2.15	2.35	2.16	2.16	2.18	2.17	2.27	1.98	Total	
		THURSDAY EVENING					FRIDAY EVENING					SATURDAY EVENING					AVERAGES (All Evenings)						
6:00-7:00 P.M.	Women	1.04	1.13	0.92	1.02	1.01	0.99	1.06	0.86	1.00	0.95	1.02	1.06	0.96	1.06	0.93	1.03	1.09	0.93	1.04	0.98	Women	6:00-7:00 P.M.
	Men	0.61	0.76	0.60	0.54	0.28	0.60	0.75	0.52	0.59	0.27	0.80	0.92	0.76	0.70	0.62	0.70	0.84	0.62	0.64	0.41	Men	
	Children	0.50	0.45	0.61	0.57	0.33	0.51	0.46	0.66	0.55	0.32	0.44	0.46	0.48	0.47	0.26	0.50	0.46	0.63	0.55	0.34	Children	
	Total	2.15	2.34	2.13	2.13	1.62	2.10	2.27	2.04	2.14	1.54	2.26	2.44	2.20	2.23	1.81	2.23	2.39	2.18	2.23	1.73	Total	
7:00-8:00 P.M.	Women	1.03	1.07	1.00	1.12	0.87	1.01	1.08	0.98	1.03	0.83	1.07	1.11	1.09	1.06	0.93	1.07	1.11	1.06	1.10	0.92	Women	7:00-8:00 P.M.
	Men	0.70	0.79	0.74	0.71	0.33	0.70	0.75	0.77	0.73	0.35	0.80	0.84	0.85	0.78	0.60	0.78	0.83	0.83	0.78	0.50	Men	
	Children	0.49	0.42	0.54	0.58	0.50	0.54	0.49	0.61	0.59	0.56	0.47	0.46	0.51	0.49	0.38	0.51	0.48	0.57	0.54	0.46	Children	
	Total	2.22	2.28	2.28	2.41	1.70	2.25	2.32	2.36	2.35	1.74	2.34	2.41	2.45	2.33	1.91	2.36	2.42	2.46	2.42	1.88	Total	
8:00-9:00 P.M.	Women	1.03	1.06	1.02	1.07	0.89	1.08	1.11	1.08	1.15	0.92	1.14	1.17	1.15	1.16	1.00	1.06	1.04	1.10	1.15	0.96	Women	8:00-9:00 P.M.
	Men	0.74	0.76	0.75	0.74	0.69	0.76	0.80	0.80	0.72	0.65	0.81	0.84	0.83	0.77	0.74	0.77	0.76	0.82	0.80	0.72	Men	
	Children	0.46	0.40	0.50	0.53	0.50	0.45	0.37	0.53	0.45	0.56	0.45	0.37	0.53	0.54	0.40	0.43	0.34	0.52	0.51	0.49	Children	
	Total	2.23	2.22	2.27	2.34	2.08	2.29	2.28	2.41	2.32	2.13	2.40	2.38	2.51	2.47	2.14	2.26	2.14	2.44	2.46	2.17	Total	
9:00-10:00 P.M.	Women	1.08	1.11	1.07	1.08	0.99	1.11	1.15	1.07	1.16	1.02	1.14	1.11	1.17	1.22	1.05	1.08	1.05	1.11	1.17	1.05	Women	9:00-10:00 P.M.
	Men	0.76	0.81	0.76	0.69	0.75	0.78	0.81	0.76	0.73	0.77	0.84	0.86	0.90	0.77	0.78	0.77	0.76	0.81	0.76	0.77	Men	
	Children	0.33	0.22	0.34	0.44	0.45	0.38	0.33	0.39	0.39	0.50	0.43	0.34	0.46	0.48	0.50	0.34	0.24	0.40	0.41	0.45	Children	
	Total	2.17	2.14	2.17	2.21	2.19	2.27	2.29	2.22	2.28	2.29	2.41	2.31	2.53	2.47	2.33	2.19	2.05	2.32	2.34	2.27	Total	
10:00-10:30 P.M.	Women	1.10	1.18	1.07	1.07	0.99	1.04	1.06	0.99	1.03	1.04	1.15	1.21	1.09	1.25	1.05	1.13	1.17	1.10	1.15	1.03	Women	10:00-10:30 P.M.
	Men	0.77	0.80	0.81	0.72	0.70	0.79	0.85	0.76	0.77	0.74	0.81	0.81	0.83	0.80	0.78	0.81	0.85	0.81	0.78	0.73	Men	
	Children	0.28	0.14	0.31	0.37	0.42	0.33	0.22	0.38	0.39	0.40	0.39	0.26	0.40	0.50	0.52	0.31	0.18	0.34	0.37	0.42	Children	
	Total	2.15	2.12	2.19	2.16	2.11	2.16	2.13	2.13	2.19	2.18	2.35	2.28	2.32	2.55	2.35	2.25	2.20	2.25	2.30	2.18	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		
8-9:00 A.M.	Women	1.05	1.05				1.16	1.16									Women	8:00-9:00 A.M.
	Men	0.34	0.34				0.52	0.52									Men	
	Children	0.43	0.43				0.58	0.58									Children	
	Total	1.82	1.82				2.26	2.26									Total	
9-10:00 A.M.	Women	1.09	1.07	1.08	1.18		0.97	0.93	0.98	1.02							Women	9:00-10:00 A.M.
	Men	0.24	0.22	0.29	0.25		0.42	0.46	0.42	0.33							Men	
	Children	0.31	0.25	0.41	0.27		0.53	0.51	0.69	0.40							Children	
	Total	1.64	1.54	1.78	1.70		1.92	1.90	2.09	1.75							Total	
10-11:00 A.M.	Women	1.06	1.04	1.07	1.13		1.00	0.98	1.03	1.05							Women	10:00-11:00 A.M.
	Men	0.21	0.20	0.22	0.15		0.42	0.46	0.38	0.42							Men	
	Children	0.23	0.19	0.22	0.21		0.65	0.57	0.70	0.72							Children	
	Total	1.50	1.43	1.51	1.49		2.07	2.01	2.11	2.19							Total	
11-12:00 A.M.	Women	1.07	1.08	1.07	1.09	1.04	0.97	0.94	0.97	1.05	0.92						Women	11:00-12:00 A.M.
	Men	0.21	0.20	0.20	0.22	0.24	0.32	0.34	0.22	0.31	0.41						Men	
	Children	0.21	0.18	0.16	0.32	0.22	0.68	0.74	0.64	0.54	0.81						Children	
	Total	1.49	1.46	1.43	1.63	1.50	1.97	2.02	1.83	1.90	2.14						Total	
12-1:00 P.M.	Women	1.07	1.07	1.05	1.12	1.02	1.04	1.10	0.85	1.15	0.95	1.12	1.18	1.03	1.16	1.05	Women	12:00-1:00 P.M.
	Men	0.25	0.26	0.24	0.25	0.20	0.44	0.54	0.42	0.36	0.26	0.79	0.85	0.76	0.73	0.72	Men	
	Children	0.21	0.22	0.18	0.28	0.14	0.49	0.51	0.45	0.46	0.51	0.42	0.44	0.46	0.40	0.36	Children	
	Total	1.53	1.55	1.47	1.65	1.36	1.97	2.15	1.72	1.97	1.72	2.33	2.47	2.25	2.29	2.13	Total	
1-2:00 P.M.	Women	1.08	1.12	1.08	1.11	0.99	1.00	1.08	0.90	1.11	0.81	1.10	1.14	1.06	1.18	0.96	Women	1:00-2:00 P.M.
	Men	0.22	0.22	0.24	0.27	0.16	0.48	0.59	0.46	0.33	0.34	0.83	0.91	0.77	0.81	0.68	Men	
	Children	0.21	0.16	0.29	0.26	0.15	0.46	0.38	0.43	0.60	0.63	0.40	0.42	0.38	0.46	0.28	Children	
	Total	1.51	1.50	1.61	1.64	1.30	1.94	2.05	1.79	2.04	1.78	2.33	2.47	2.21	2.45	1.92	Total	
2-3:00 P.M.	Women	1.08	1.11	1.07	1.07	1.04	0.90	0.87	0.90	1.05	0.80	1.11	1.13	1.08	1.19	0.99	Women	2:00-3:00 P.M.
	Men	0.23	0.24	0.23	0.21	0.24	0.48	0.52	0.54	0.39	0.38	0.88	0.94	0.87	0.82	0.76	Men	
	Children	0.18	0.17	0.18	0.13	0.24	0.34	0.34	0.37	0.31	0.33	0.39	0.33	0.47	0.48	0.34	Children	
	Total	1.49	1.52	1.48	1.41	1.52	1.72	1.73	1.81	1.75	1.51	2.38	2.40	2.42	2.49	2.09	Total	
3-4:00 P.M.	Women	1.07	1.06	1.09	1.09	1.07	0.96	0.92	0.99	1.09	0.84	1.11	1.14	1.08	1.18	1.05	Women	3:00-4:00 P.M.
	Men	0.23	0.25	0.19	0.19	0.28	0.63	0.69	0.59	0.70	0.47	0.86	0.93	0.86	0.81	0.74	Men	
	Children	0.21	0.22	0.17	0.24	0.16	0.34	0.31	0.30	0.35	0.44	0.33	0.30	0.32	0.39	0.39	Children	
	Total	1.51	1.53	1.45	1.52	1.51	1.93	1.92	1.88	2.14	1.75	2.30	2.37	2.26	2.38	2.18	Total	
4-5:00 P.M.	Women	1.05	1.02	1.04	1.16	1.03	0.97	0.93	1.04	1.01	0.92	1.10	1.13	1.09	1.13	1.00	Women	4:00-5:00 P.M.
	Men	0.28	0.35	0.22	0.21	0.25	0.77	0.84	0.75	0.73	0.64	0.82	0.88	0.82	0.79	0.73	Men	
	Children	0.33	0.39	0.27	0.40	0.15	0.32	0.28	0.30	0.37	0.38	0.36	0.32	0.40	0.38	0.37	Children	
	Total	1.66	1.76	1.53	1.77	1.43	2.06	2.05	2.09	2.11	1.94	2.28	2.33	2.31	2.30	2.10	Total	
5-6:00 P.M.	Women	0.94	0.91	0.93	1.01	1.00	0.98	1.04	1.01	0.91	0.85	1.11	1.14	1.09	1.16	1.00	Women	5:00-6:00 P.M.
	Men	0.39	0.48	0.33	0.32	0.23	0.80	0.90	0.74	0.70	0.71	0.83	0.92	0.81	0.78	0.65	Men	
	Children	0.50	0.61	0.44	0.48	0.18	0.39	0.42	0.31	0.35	0.46	0.42	0.45	0.42	0.38	0.34	Children	
	Total	1.83	2.00	1.70	1.81	1.41	2.17	2.36	2.06	1.96	2.02	2.36	2.51	2.32	2.32	1.99	Total	

"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 1949

DAYTIME 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	
12:00 NOON to 12:30 PM	ABC	2.1	2.2	1.9	2.8	2.1	1.4	9:00 AM to 9:30 AM	1:30 PM to 2:00 PM	ABC	3.4	3.3	4.5	3.6	0.9	1.9	10:30 AM to 11:00 AM
	CBS	3.0	3.0	2.1	3.2	7.3	2.5			CBS	3.7	4.0	3.5	3.8	5.1	2.2	
	MBS	2.2	2.3	2.2	2.1	0.9	2.5			MBS	2.0	2.1	2.2	1.7	1.7	2.2	
	NBC	3.3	3.3	3.5	4.0	3.0	2.1			NBC	3.7	3.6	3.1	4.2	5.3	4.2	
Sets-In-Use		16.6	17.8	14.8	17.3	18.1	14.2	Sets-In-Use		20.7	22.1	20.8	19.4	16.9	19.1		
Available Homes		76.9	77.7	80.4	75.5	85.5	83.0	Available Homes		79.2	77.8	82.5	77.6	81.6	80.1		

12:30 PM to 1:00 PM	ABC	2.8	3.0	2.9	3.7	1.9	1.4	9:30 AM to 10:00 AM	
	CBS	2.9	3.2	2.4	2.8	4.8	2.3		
	MBS	2.2	2.6	2.4	1.9	0.9	1.4		
	NBC	3.3	3.5	2.9	4.3	3.2	2.1		
Sets-In-Use		18.5	20.8	17.2	17.9	15.2	15.0		
Available Homes		79.6	79.5	80.2	75.3	83.3	83.8		

2:00 PM to 2:30 PM	ABC	4.3	3.6	7.3	3.8	2.1	2.4	11:00 AM to 11:30 AM	
	CBS	3.8	4.3	3.5	3.7	6.2	2.4		
	MBS	2.6	2.7	2.4	2.3	1.9	3.2		
	NBC	4.1	3.2	4.8	5.3	6.0	3.9		
Sets-In-Use		22.6	23.3	25.1	20.0	19.0	21.1		
Available Homes		78.3	75.9	83.4	78.5	79.9	77.0		

1:00 PM to 1:30 PM	ABC	2.9	2.7	2.9	3.7	2.6	2.3	10:00 AM to 10:30 AM	
	CBS	3.5	3.7	4.1	3.1	4.7	1.8		
	MBS	2.5	2.5	2.7	2.2	2.1	2.7		
	NBC	3.3	3.1	2.8	4.8	3.8	2.7		
Sets-In-Use		20.2	21.3	19.6	20.1	18.3	18.3		
Available Homes		79.4	79.7	80.1	76.4	81.7	81.0		

2:30 PM to 3:00 PM	ABC	4.5	4.1	6.2	4.9	3.0	2.7	11:30 AM to 12:00 NOON	
	CBS	3.7	3.5	4.0	3.8	5.5	3.1		
	MBS	3.2	3.6	2.8	2.8	3.8	2.8		
	NBC	4.3	3.4	4.6	4.7	6.2	5.3		
Sets-In-Use		24.1	24.2	26.5	22.3	22.6	23.2		
Available Homes		77.1	73.9	82.4	77.2	83.3	76.7		



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 1949

DAYTIME AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:00 PM to 3:30 PM	ABC	3.2	3.3	3.4	3.5	1.9	2.2	12:00 NOON to 12:30 PM
	CBS	4.1	4.4	4.6	3.2	6.2	3.1	
	MBS	3.8	3.7	4.8	2.8	5.4	2.9	
	NBC	5.3	3.7	5.3	6.9	10.6	6.4	
Sets-In-Use		25.1	25.7	26.8	22.8	26.8	22.4	
Available Homes		76.0	72.2	80.3	76.9	84.6	77.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:30 PM to 5:00 PM	ABC	2.8	2.9	2.6	2.8	3.2	3.2	1:30 PM to 2:00 PM
	CBS	3.0	2.9	3.2	3.2	4.7	2.4	
	MBS	9.6	8.9	11.3	7.8	14.8	10.2	
	NBC	3.5	2.6	4.1	4.1	4.7	4.5	
Sets-In-Use		25.3	23.9	27.4	22.4	28.0	29.9	
Available Homes		72.6	70.4	75.6	71.0	77.2	75.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:30 PM to 4:00 PM	ABC	2.9	3.0	3.0	2.8	3.5	2.3	12:30 PM to 1:00 PM
	CBS	3.8	3.8	4.4	2.8	5.4	3.8	
	MBS	5.3	4.9	6.5	4.1	10.1	4.5	
	NBC	6.5	5.2	6.5	7.6	10.8	8.1	
Sets-In-Use		26.1	26.3	27.4	22.5	32.7	26.4	
Available Homes		74.3	70.8	78.0	73.8	82.4	77.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:00 PM to 5:30 PM	ABC	2.9	3.1	2.3	3.0	3.1	3.0	2:00 PM to 2:30 PM
	CBS	3.3	3.1	3.4	3.3	5.1	3.3	
	MBS	11.5	12.0	13.3	8.9	16.6	8.5	
	NBC	3.8	3.5	3.7	4.3	6.6	3.2	
Sets-In-Use		26.5	26.6	27.9	23.8	33.9	25.3	
Available Homes		72.1	71.0	75.3	71.1	74.8	70.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:00 PM to 4:30 PM	ABC	2.4	2.2	2.2	3.2	2.5	2.4	1:00 PM to 1:30 PM
	CBS	3.7	4.1	3.6	2.8	5.5	3.2	
	MBS	7.1	6.8	8.6	6.9	10.3	5.2	
	NBC	5.7	4.4	5.6	6.9	7.4	8.2	
Sets-In-Use		26.3	25.5	27.8	25.1	28.5	27.8	
Available Homes		73.3	70.4	75.5	74.7	77.7	75.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:30 PM to 6:00 PM	ABC	5.4	6.0	4.5	5.7	3.9	5.3	2:30 PM to 3:00 PM
	CBS	5.1	5.3	5.3	4.8	5.5	4.4	
	MBS	7.2	7.6	7.7	5.9	11.4	5.7	
	NBC	4.9	5.2	5.0	4.5	4.5	4.3	
Sets-In-Use		27.3	29.1	27.0	24.2	28.8	25.3	
Available Homes		72.2	71.9	74.8	71.8	71.9	69.5	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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	
6:00 PM to 6:30 PM	ABC	8.8	10.4	8.1	10.2	4.6	3.7	3:00 PM to 3:30 PM	7:30 PM to 8:00 PM	ABC	3.2	3.7	2.9	3.7	0.7	1.9	4:30 PM to 5:00 PM
	CBS	6.4	6.2	8.0	4.5	8.6	6.2			CBS	14.7	14.2	16.4	17.4	15.3	8.9	
	MBS	7.4	7.3	8.6	6.7	9.1	6.3			MBS	3.7	3.5	4.5	3.3	5.1	2.8	
	NBC	4.2	3.9	4.2	4.9	4.9	3.9			NBC	16.9	16.8	17.8	15.0	17.5	18.5	
Sets-In-Use		31.6	33.5	32.8	28.8	30.9	27.1	Sets-In-Use		41.7	42.9	43.6	41.1	39.2	35.7		
Available Homes		73.6	72.8	76.3	73.7	77.3	70.2	Available Homes		74.3	73.7	77.2	75.4	74.6	69.2		

6:30 PM to 7:00 PM	ABC	5.4	6.1	4.6	5.6	5.2	4.3	3:30 PM to 4:00 PM
	CBS	6.9	6.9	7.7	6.7	7.8	5.4	
	MBS	8.1	8.0	9.4	7.4	10.2	6.6	
	NBC	7.9	8.2	9.1	8.0	5.4	5.3	
Sets-In-Use		32.6	34.2	34.0	30.4	30.3	28.8	
Available Homes		73.4	73.3	76.2	74.5	70.6	68.1	

8:00 PM to 8:30 PM	ABC	14.8	16.8	14.4	15.2	11.5	9.0	5:00 PM to 5:30 PM
	CBS	8.9	8.3	9.9	10.6	11.7	5.7	
	MBS	3.1	3.8	3.3	2.1	1.5	2.3	
	NBC	14.2	12.0	16.5	12.9	18.8	18.4	
Sets-In-Use		44.3	45.5	46.1	42.7	44.5	38.9	
Available Homes		74.1	73.5	76.4	73.5	77.3	71.7	

7:00 PM to 7:30 PM	ABC	2.8	2.6	2.6	3.5	3.5	2.7	4:00 PM to 4:30 PM
	CBS	13.0	13.7	14.6	11.9	15.7	9.0	
	MBS	4.6	4.8	5.8	3.8	4.9	3.2	
	NBC	16.5	16.1	19.8	15.2	14.9	14.1	
Sets-In-Use		40.4	41.9	44.9	36.7	39.5	33.2	
Available Homes		73.7	72.8	77.9	74.2	75.9	68.0	

8:30 PM to 9:00 PM	ABC	19.1	20.8	16.7	20.0	17.3	17.2	5:30 PM to 6:00 PM
	CBS	6.8	6.7	8.6	7.4	4.4	3.7	
	MBS	1.8	1.5	2.2	1.3	2.5	2.3	
	NBC	12.5	11.3	13.7	11.5	15.7	15.0	
Sets-In-Use		43.7	46.1	42.9	41.7	40.6	41.0	
Available Homes		74.9	75.1	75.9	73.9	76.9	72.9	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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 PM	ABC	18.7	19.6	16.2	21.7	16.5	16.0	6:00 PM to 6:30 PM	10:30 PM	ABC	4.7	3.6	4.8	4.8	9.5	6.9	7:30 PM to 8:00 PM
	CBS	7.3	6.7	9.0	7.4	9.4	5.7			CBS	7.1	6.1	8.2	6.6	8.2	9.3	
	MBS	3.3	3.5	3.5	2.8	2.9	3.0			MBS	2.3	2.1	3.0	1.1	1.3	3.8	
	NBC	9.2	7.9	10.7	7.9	15.7	10.3			NBC	12.1	9.1	14.9	8.9	20.9	20.0	
Sets-In-Use		42.2	43.1	42.3	41.6	45.1	38.6		Sets-In-Use		29.6	24.2	34.5	23.8	42.8	44.9	
Available Homes		75.3	75.6	76.5	75.5	79.0	70.5		Available Homes		75.6	72.4	79.1	79.2	79.9	73.6	

11:30 PM	ABC	11.8	11.6	11.5	10.7	13.1	14.2	6:30 PM to 7:00 PM	11:00 PM	ABC					12.7	9.2	8:00 PM to 8:30 PM	
	CBS	8.6	7.3	10.6	9.4	11.0	7.7				CBS					5.5		12.4
	MBS	2.9	2.6	3.3	2.9	2.7	3.8				MBS					2.8		4.7
	NBC	10.3	8.8	11.7	9.8	15.6	12.2				NBC					16.3		13.9
Sets-In-Use		37.9	36.8	39.5	34.4	43.9	42.0		Sets-In-Use						39.5	43.9		
Available Homes		76.1	75.7	76.8	78.1	76.0	73.2		Available Homes						80.6	75.5		

12:30 PM	ABC	11.0	11.0	10.9	10.0	11.9	12.3	7:00 PM to 7:30 PM	11:30 PM	ABC					5.4	5.5	8:30 PM to 9:00 PM	
	CBS	5.7	4.2	6.7	7.1	5.5	7.1				CBS					5.6		16.7
	MBS	2.5	2.0	2.9	1.7	3.0	4.6				MBS					2.4		3.7
	NBC	12.7	10.0	16.1	12.0	18.4	15.2				NBC					8.3		7.0
Sets-In-Use		35.6	32.0	39.8	33.3	40.2	43.0		Sets-In-Use						23.6	38.7		
Available Homes		75.5	74.1	78.0	77.8	75.4	72.6		Available Homes						80.9	74.8		



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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	
12:00 Mid.	ABC					3.8	9:00 PM		ABC								
to	CBS					15.3	to		CBS								
12:30 AM	MBS					3.6	9:30 PM		MBS								
	NBC					7.2			NBC								
Sets-In-Use						34.4		Sets-In-Use									
Available Homes						76.6		Available Homes									

12:30 AM	ABC					2.6	9:30 PM
to	CBS					10.8	to
1:00 AM	MBS					1.3	10:00 PM
	NBC					8.0	
Sets-In-Use						26.5	
Available Homes						74.9	

	ABC					
	CBS					
	MBS					
	NBC					
Sets-In-Use						
Available Homes						

1:00 AM	ABC					7.0	10:00 PM
to	CBS					9.7	to
1:15 AM	MBS					1.4	10:15 PM
	NBC					8.4	
Sets-In-Use						30.8	
Available Homes						75.3	

	ABC					
	CBS					
	MBS					
	NBC					
Sets-In-Use						
Available Homes						



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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 AM to 9:15 AM	ABC	2.3†	2.3					
	CBS	3.4†	3.4					
	MBS	2.8†	2.8					
	NBC	3.6†	3.6					
Sets-In-Use		14.9†	14.9					
Available Homes		77.8†	77.8					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:45 AM to 9:00 AM	ABC	2.1†	2.1					
	CBS	2.7†	2.7					
	MBS	2.7†	2.7					
	NBC	2.9†	2.9					
Sets-In-Use		13.6†	13.6					
Available Homes		76.1†	76.1					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:15 AM to 8:30 AM	ABC	2.1†	2.1					
	CBS	2.9†	2.9					
	MBS	2.4†	2.4					
	NBC	3.3†	3.3					
Sets-In-Use		13.7†	13.7					
Available Homes		78.6†	78.6					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 AM to 9:15 AM	ABC	3.9†	3.5	4.7	3.6			
	CBS	3.4†	2.8	4.6	3.4			
	MBS	2.4†	2.4	2.9	1.8			
	NBC	3.1†	2.5	3.0	4.4			
Sets-In-Use		15.5†	14.6	17.3	15.3			
Available Homes		77.9†	75.6	82.1	78.1			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 AM to 8:45 AM	ABC	2.2†	2.2					
	CBS	2.5†	2.5					
	MBS	2.4†	2.4					
	NBC	3.3†	3.3					
Sets-In-Use		13.4†	13.4					
Available Homes		77.4†	77.4					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:15 AM to 9:30 AM	ABC	5.3†	4.4	6.5	5.8			
	CBS	3.2†	2.7	3.8	3.5			
	MBS	2.1†	2.2	2.5	1.5			
	NBC	2.5†	2.1	2.4	3.5			
Sets-In-Use		15.6†	14.2	17.0	17.0			
Available Homes		77.2†	75.0	80.7	78.2			



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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	
9:30 AM to 9:45 AM	ABC	5.5 †	5.2	6.4	5.2			
	CBS	3.4 †	3.1	4.2	3.1			
	MBS	1.6 †	1.6	1.7	1.4			
	NBC	2.6 †	2.0	2.9	3.5			
Sets-In-Use		15.8 †	15.1	17.2	15.7			
Available Homes		76.3 †	74.9	79.6	75.9			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:15 AM to 10:30 AM	ABC	5.7 †	5.4	5.4	6.8	8.1		
	CBS	3.3 †	3.2	4.2	3.0	4.6		
	MBS	1.6 †	1.5	1.6	1.9	1.4		
	NBC	3.8 †	3.3	4.5	3.9	4.9		
Sets-In-Use		17.0 †	16.0	17.8	18.6	21.1		
Available Homes		73.7 †	71.2	75.7	74.1	84.4		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:45 AM to 10:00 AM	ABC	5.8 †	5.2	6.9	5.8			
	CBS	3.2 †	3.0	4.0	2.9			
	MBS	2.1 †	2.6	2.1	1.0			
	NBC	2.1 †	1.6	2.6	2.9			
Sets-In-Use		16.2 †	15.4	18.1	15.9			
Available Homes		74.9 †	73.4	78.2	74.4			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 AM to 10:45 AM	ABC	3.8 †	3.2	4.8	3.5	5.7		
	CBS	5.6 †	6.5	6.7	3.8	5.0		
	MBS	1.4 †	1.2	1.7	1.4	1.2		
	NBC	3.8 †	3.5	3.7	4.5	5.1		
Sets-In-Use		17.5 †	17.6	18.7	16.9	18.9		
Available Homes		72.6 †	71.3	74.5	71.3	81.3		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 AM to 10:15 AM	ABC	5.9 †	6.3	6.5	5.8	4.8		
	CBS	3.2 †	3.3	3.6	3.0	5.0		
	MBS	1.7 †	1.9	2.2	1.1	1.6		
	NBC	3.6 †	2.7	4.4	3.8	7.4		
Sets-In-Use		17.2 †	17.1	19.2	16.7	20.1		
Available Homes		74.6 †	72.4	76.5	73.8	86.1		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:45 AM to 11:00 AM	ABC	2.8 †	2.4	2.9	2.1	7.5		
	CBS	6.8 †	7.2	8.9	5.1	4.7		
	MBS	1.5 †	1.4	2.1	1.3	1.0		
	NBC	3.5 †	3.3	3.0	4.2	4.7		
Sets-In-Use		17.8 †	18.1	18.7	16.8	20.4		
Available Homes		72.1 †	70.8	74.0	70.5	83.4		



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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 AM to 8:15 AM	ABC	2.7	2.1	2.9	2.3	2.9	4.4	8:00 AM to 8:15 AM
	CBS	7.6	8.1	11.0	5.5	10.3	2.0	
	MBS	1.6	1.7	1.7	1.2	2.0	1.2	
	NBC	3.3	3.0	2.6	4.5	5.4	3.3	
Sets-In-Use		17.9	17.9	20.2	16.3	23.1	14.2	
Available Homes		72.2	69.9	74.6	71.5	80.8	73.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:45 AM to 12:00 Noon	ABC	3.2	2.4	3.1	2.7	4.9	6.3	8:45 AM to 9:00 AM
	CBS	6.3	7.2	8.1	3.7	7.8	3.0	
	MBS	1.7	2.0	1.7	1.0	3.2	0.9	
	NBC	3.0	2.7	2.7	4.6	3.4	2.2	
Sets-In-Use		17.6	17.9	18.6	16.1	22.2	15.8	
Available Homes		70.1	68.8	71.5	69.2	76.4	71.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:15 AM to 8:30 AM	ABC	2.7	2.1	2.3	2.5	3.9	5.4	8:15 AM to 8:30 AM
	CBS	7.8	9.3	9.8	5.4	9.5	2.2	
	MBS	1.2	1.2	1.2	1.2	1.8	1.1	
	NBC	3.2	2.6	3.5	4.0	3.9	3.1	
Sets-In-Use		17.8	18.8	18.7	16.4	20.0	14.7	
Available Homes		71.0	69.2	72.1	69.2	78.2	75.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 Noon to 12:15 PM	ABC	4.1	3.7	4.0	4.9	4.5	4.9	9:00 AM to 9:15 AM
	CBS	5.8	6.7	7.4	2.8	7.7	3.5	
	MBS	2.5	3.0	1.8	1.4	2.8	3.1	
	NBC	3.4	3.4	3.0	5.3	2.6	1.8	
Sets-In-Use		19.2	20.6	19.4	17.8	21.3	15.4	
Available Homes		70.2	70.8	71.0	65.9	76.9	71.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 AM to 8:45 AM	ABC	2.8	2.3	2.2	3.5	3.3	4.5	8:30 AM to 8:45 AM
	CBS	6.5	7.7	8.5	4.0	8.2	2.3	
	MBS	1.7	1.8	1.9	1.5	1.8	1.6	
	NBC	3.4	3.1	2.7	4.5	5.1	2.9	
Sets-In-Use		17.8	18.6	18.4	17.0	20.4	14.3	
Available Homes		71.2	69.9	71.7	70.1	78.7	74.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:15 PM to 12:30 PM	ABC	4.3	3.8	4.4	4.4	6.3	5.2	9:15 AM to 9:30 AM
	CBS	6.1	7.0	7.1	3.6	8.9	4.1	
	MBS	2.1	2.3	2.4	1.7	2.7	1.6	
	NBC	2.7	2.8	2.4	3.1	2.1	2.0	
Sets-In-Use		18.7	19.7	19.2	17.0	23.6	15.3	
Available Homes		70.2	70.1	70.7	67.6	74.4	72.5	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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					Pacific				Over-All Averages	"Sectional" Hooperatings					Pacific																							
			East	North Central	South	Mountain	Pacific						East	North Central	South	Mountain	Pacific																								
12:30 PM	ABC	3.4	3.1	3.4	2.8	4.2	5.3	9:30 AM	to	9:45 AM	1:15 PM	ABC	2.4	2.3	1.9	2.7	2.1	3.6	10:30 AM	to	10:30 AM	CBS	6.7	8.1	7.8	4.4	6.9	3.2	CBS	7.7	7.5	10.1	5.7	10.6	6.2						
to	MBS	2.0	2.0	2.1	1.7	2.1	1.3				MBS	2.1	2.0	2.5	1.9	1.5	1.7	NBC				3.1	2.2	4.7	3.8	3.3	2.2														
12:45 PM	NBC	2.3	2.2	2.1	2.9	3.9	1.6				Sets-In-Use	17.9	19.6	18.1	15.9	19.5	14.1	Sets-In-Use				19.3	18.5	22.4	18.5	19.9	17.0	Available Homes	69.2	68.9	70.4	67.1	76.0	69.2	Available Homes	69.1	67.5	72.3	68.2	72.5	69.6
Sets-In-Use	17.9	19.6	18.1	15.9	19.5	14.1	Available Homes				69.2	68.9	70.4	67.1	76.0	69.2	Sets-In-Use	19.3				18.5	22.4	18.5	19.9	17.0	Available Homes	69.1	67.5	72.3	68.2	72.5	69.6								

12:45 PM	ABC	3.2	2.9	2.6	2.5	5.3	5.5	9:45 AM	to	10:00 AM	1:30 PM	ABC	2.6	2.5	2.0	2.3	5.9	3.9	10:30 AM	to	10:40 AM	CBS	6.9	7.9	8.2	4.9	7.7	3.8	CBS	6.9	6.7	10.3	4.3	9.0	4.2						
to	MBS	2.1	2.2	2.4	1.8	2.4	1.6				MBS	1.9	1.7	1.7	1.8	1.1	3.3	NBC				3.1	2.1	4.2	4.4	4.0	2.0														
1:00 PM	NBC	2.3	1.6	3.4	3.2	2.2	1.8				Sets-In-Use	18.4	18.7	20.1	17.3	19.4	15.3	Sets-In-Use				18.3	17.0	21.4	17.4	22.5	17.4	Available Homes	69.3	68.6	71.0	67.9	71.0	69.7	Available Homes	68.3	66.6	71.6	68.5	75.1	65.7
Sets-In-Use	18.4	18.7	20.1	17.3	19.4	15.3	Available Homes				69.3	68.6	71.0	67.9	71.0	69.7	Sets-In-Use	18.3				17.0	21.4	17.4	22.5	17.4	Available Homes	68.3	66.6	71.6	68.5	75.1	65.7								

1:00 PM	ABC	2.8	2.2	3.8	2.4	2.3	3.5	10:00 AM	to	10:15 AM	1:45 PM	ABC	2.5	2.2	2.0	2.4	4.6	3.8	10:40 AM	to	11:00 AM	CBS	7.1	7.4	9.0	5.2	8.8	4.5	CBS	5.9	6.2	8.0	4.3	7.0	3.4						
to	MBS	2.6	2.6	2.7	1.9	3.9	2.8				MBS	2.4	1.9	2.9	2.1	3.1	3.4	NBC				3.0	2.1	3.4	4.5	6.0	1.9														
1:15 PM	NBC	3.2	2.0	5.0	5.0	2.5	1.7				Sets-In-Use	19.2	18.0	23.7	18.2	20.1	16.4	Sets-In-Use				17.5	16.3	19.4	17.8	22.8	15.9	Available Homes	69.1	68.2	72.9	66.9	73.0	68.2	Available Homes	66.9	65.1	69.0	68.0	73.3	65.9
Sets-In-Use	19.2	18.0	23.7	18.2	20.1	16.4	Available Homes				69.1	68.2	72.9	66.9	73.0	68.2	Sets-In-Use	17.5				16.3	19.4	17.8	22.8	15.9	Available Homes	66.9	65.1	69.0	68.0	73.3	65.9								



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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 AM	ABC	2.1	1.5	1.9	3.0	3.3	2.5	11:00 AM to 11:15 AM
	CBS	5.1	5.5	5.8	3.4	7.2	4.0	
	MBS	3.3	2.8	4.6	3.4	2.6	3.2	
	NBC	3.6	2.4	3.5	5.3	8.1	3.8	
Sets-In-Use		17.9	16.3	18.8	19.6	23.6	17.6	
Available Homes		66.7	64.6	68.5	67.2	73.0	67.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:45 PM	ABC	4.3	4.0	5.5	5.6	1.4	2.0	11:45 AM to 12:00 Noon
	CBS	3.4	3.7	3.4	2.6	4.1	3.1	
	MBS	2.2	2.0	2.4	1.6	2.4	3.7	
	NBC	4.4	2.9	4.5	5.8	12.3	4.5	
Sets-In-Use		18.2	17.0	18.6	19.6	23.3	17.8	
Available Homes		65.5	63.5	66.3	67.5	71.1	66.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:15 AM	ABC	2.2	2.2	2.2	2.2	1.4	2.6	11:15 AM to 11:30 AM
	CBS	5.1	5.6	6.2	3.4	4.5	3.9	
	MBS	3.6	2.6	5.3	4.4	4.2	2.2	
	NBC	4.2	2.7	4.0	5.9	12.0	4.5	
Sets-In-Use		18.9	17.2	20.6	20.1	25.1	17.8	
Available Homes		66.3	64.0	68.5	67.6	74.4	65.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:00 PM	ABC	3.9	3.6	5.2	5.0	1.1	2.2	12:00 Noon to 12:15 PM
	CBS	3.2	3.2	3.5	2.0	5.0	3.7	
	MBS	1.7	1.6	1.9	1.0	2.5	3.0	
	NBC	5.1	3.8	4.9	7.6	9.2	5.0	
Sets-In-Use		17.9	16.6	18.8	18.8	21.3	18.1	
Available Homes		65.2	64.4	66.4	66.1	67.3	64.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 AM	ABC	4.0	3.9	4.7	5.0	2.3	2.1	11:30 AM to 11:45 AM
	CBS	4.4	4.6	5.4	2.9	4.2	4.0	
	MBS	1.9	1.7	2.0	1.4	2.7	2.8	
	NBC	4.3	3.3	4.7	5.7	9.9	3.4	
Sets-In-Use		18.4	17.3	20.4	18.8	23.6	16.0	
Available Homes		65.9	64.2	67.5	66.4	71.2	66.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:15 PM	ABC	3.9	3.5	5.3	4.4	2.3	2.2	12:15 PM to 12:30 PM
	CBS	2.8	2.7	3.5	1.9	5.1	2.3	
	MBS	1.5	1.3	1.8	1.0	2.6	1.9	
	NBC	5.5	4.1	4.8	8.6	9.2	5.8	
Sets-In-Use		17.5	16.0	18.5	19.1	22.3	17.0	
Available Homes		66.1	65.6	67.3	66.1	69.6	64.5	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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	
3:30 PM	ABC	2.7	2.6	3.6	2.5	2.1	1.7	12:30 PM	ABC	2.1	2.0	2.5	1.7	2.0	2.6	1:15 PM	
to	CBS	3.6	3.5	4.9	2.6	6.5	2.4	to	CBS	3.4	3.6	4.0	2.5	6.5	2.1	to	
	MBS	1.6	1.4	1.7	1.3	2.5	2.0		4:30 PM	MBS	1.6	1.8	2.1	0.9	1.2		1.2
3:45 PM	NBC	6.4	4.7	5.9	10.7	8.0	6.7	12:45 PM	NBC	7.2	5.8	6.4	11.6	7.9	6.8		
Sets-In-Use		18.1	16.8	18.7	20.5	22.2	16.9	Sets-In-Use		18.2	18.3	17.7	19.8	21.6	15.6		
Available Homes		65.7	65.4	66.2	67.6	66.3	62.7	Available Homes		68.1	70.8	68.2	66.3	66.7	61.9		

3:45 PM	ABC	2.4	2.4	3.3	2.2	1.9	1.2	12:45 PM	4:30 PM	ABC	2.0	1.8	1.7	2.0	1.5	3.3	1:30 PM
to	CBS	3.6	3.4	4.4	3.2	7.0	2.4	to	CBS	3.0	3.5	3.0	2.5	4.2	1.6	to	
	MBS	1.6	1.6	1.9	1.3	1.6	1.1		4:45 PM	MBS	1.8	1.9	2.3	1.1	4.1		0.9
4:00 PM	NBC	6.6	4.8	6.6	10.5	7.5	6.7	1:00 PM	NBC	6.4	5.6	5.7	9.3	6.6	5.7		
Sets-In-Use		18.0	16.7	18.7	20.9	22.0	15.2	Sets-In-Use		17.6	18.2	16.0	19.4	19.1	14.9		
Available Homes		66.4	66.9	66.4	67.8	66.8	62.2	Available Homes		70.3	73.6	68.7	70.3	66.9	63.0		

4:00 PM	ABC	2.1	2.1	2.2	1.7	1.7	2.9	1:00 PM	4:45 PM	ABC	1.9	2.1	1.7	1.8	0.9	2.4	1:45 PM
to	CBS	3.5	3.8	4.5	2.7	5.0	1.6	to	CBS	3.0	3.2	3.5	2.8	2.9	2.2	to	
	MBS	1.6	1.7	2.5	1.0	1.2	0.8		5:00 PM	MBS	2.0	2.1	2.5	1.8	3.2		0.7
4:15 PM	NBC	6.6	5.2	5.6	10.9	7.9	6.7	1:15 PM	NBC	7.0	6.2	6.4	10.1	6.9	6.5		
Sets-In-Use		17.7	17.3	18.0	19.6	18.8	15.4	Sets-In-Use		18.4	19.5	17.2	20.4	17.3	14.6		
Available Homes		67.5	69.6	67.3	66.9	64.8	63.0	Available Homes		71.3	75.5	70.4	70.9	65.7	61.7		



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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 PM	ABC	2.4	2.4	2.0	2.4	2.2	3.2	2:00 PM to 2:15 PM
	CBS	3.0	3.4	3.7	2.3	2.0	1.6	
to	MBS	1.9	1.8	3.2	1.3	2.9	0.7	
5:15 PM	NBC	7.6	7.2	6.8	10.5	9.4	5.8	
Sets-In-Use		19.6	20.8	19.0	20.4	19.7	15.4	
Available Homes		72.4	76.7	72.3	72.2	66.7	59.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:45 PM	ABC	3.3	3.8	2.7	2.9	5.0	2.9	2:45 PM to 3:00 PM
	CBS	3.9	4.4	3.5	3.9	1.8	3.6	
to	MBS	2.4	2.3	3.7	1.9	4.4	0.8	
6:00 PM	NBC	5.3	4.9	4.7	6.6	6.0	5.1	
Sets-In-Use		20.3	23.3	18.4	18.4	19.5	15.8	
Available Homes		76.9	81.2	78.1	75.9	73.7	62.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:15 PM	ABC	2.7	3.2	2.0	2.5	2.2	2.6	2:15 PM to 2:30 PM
	CBS	3.1	3.5	3.2	2.5	2.8	2.5	
to	MBS	2.1	2.1	3.1	1.7	3.2	1.0	
5:30 PM	NBC	7.0	5.9	7.4	10.2	7.0	6.1	
Sets-In-Use		19.5	20.7	18.8	21.0	16.3	15.9	
Available Homes		73.6	78.8	74.1	71.7	67.3	59.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 PM	ABC	3.6	3.3	3.9	3.6	6.0	3.2	3:00 PM to 3:15 PM
	CBS	4.5	4.9	4.8	4.1	2.6	4.1	
to	MBS	3.0	3.3	4.1	2.1	4.0	1.1	
6:15 PM	NBC	5.6	6.2	4.1	6.6	4.0	4.9	
Sets-In-Use		22.2	25.4	21.0	20.2	19.3	17.1	
Available Homes		77.8	81.2	80.4	76.8	69.9	62.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:30 PM	ABC	3.1	3.6	2.2	2.9	4.1	3.4	2:30 PM to 2:45 PM
	CBS	3.7	4.5	3.1	2.8	3.2	3.6	
to	MBS	2.3	2.3	3.1	1.5	3.9	1.2	
5:45 PM	NBC	5.7	5.0	5.9	7.7	5.9	5.2	
Sets-In-Use		20.2	22.7	18.2	19.6	19.1	16.9	
Available Homes		75.8	81.0	75.8	74.6	69.3	62.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:15 PM	ABC	3.9	3.6	4.7	3.8	6.7	2.9	3:15 PM to 3:30 PM
	CBS	4.5	4.5	5.7	4.1	3.2	3.9	
to	MBS	3.0	3.5	3.7	2.2	4.3	1.2	
6:30 PM	NBC	4.9	4.5	5.0	6.9	3.3	3.9	
Sets-In-Use		21.8	23.9	23.2	19.8	20.4	15.8	
Available Homes		79.2	83.0	81.9	79.5	71.6	64.0	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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					Over-All Averages		
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific			
6:30 PM	ABC	4.1	3.3	5.8	4.4	3.4	3.2	3:30 PM to 3:45 PM	7:15 PM	ABC	3.9	3.4	4.4	4.5	6.6	3.1	4:15 PM to 4:30 PM		
to	CBS	5.0	4.9	5.5	5.0	3.9	4.4		to	CBS	8.9	9.3	10.4	10.3	4.7	4.3			
6:45 PM	MBS	3.5	4.5	3.5	2.5	3.9	1.4		7:30 PM	MBS	3.5	4.1	4.0	2.2	2.8	2.5			
	NBC	5.2	4.3	6.5	6.1	4.0	5.2			NBC	6.4	5.5	7.8	8.1	6.3	4.8			
Sets-In-Use		23.6	25.5	25.6	21.0	19.8	18.1		Sets-In-Use		27.8	29.8	30.1	27.4	23.3	19.7			
Available Homes		80.5	83.1	84.7	81.2	74.0	65.4		Available Homes		81.4	80.8	86.0	83.3	81.4	72.2			

6:45 PM	ABC	4.1	3.1	5.9	4.4	5.2	3.5	3:45 PM to 4:00 PM	7:30 PM	ABC	7.2	8.1	7.7	7.2	4.8	3.9	4:30 PM to 4:45 PM
to	CBS	7.3	8.2	7.3	7.6	5.0	4.5		to	CBS	9.4	9.8	10.9	10.6	7.4	4.6	
7:00 PM	MBS	2.9	3.0	3.3	3.1	3.2	1.3		7:45 PM	MBS	2.7	2.5	3.8	2.0	2.7	2.2	
	NBC	5.5	4.7	7.0	6.6	3.2	4.5			NBC	5.0	4.6	5.4	6.3	4.5	3.8	
Sets-In-Use		25.0	26.5	27.5	24.3	21.3	17.6		Sets-In-Use		28.9	31.4	30.9	28.5	22.9	20.1	
Available Homes		80.8	82.3	85.0	81.7	76.9	68.3		Available Homes		81.3	80.3	85.4	82.5	84.3	74.1	

7:00 PM	ABC	3.2	3.2	3.8	2.6	5.3	3.0	4:00 PM to 4:15 PM	7:45 PM	ABC	8.4	9.3	9.4	8.7	6.7	3.4	4:45 PM to 5:00 PM
to	CBS	9.1	8.7	11.7	11.0	6.2	4.0		to	CBS	8.5	8.1	10.7	9.1	8.3	5.1	
7:15 PM	MBS	3.7	4.0	3.3	3.6	2.6	3.7		8:00 PM	MBS	2.4	2.2	2.8	2.2	3.0	2.4	
	NBC	7.1	7.4	7.8	7.6	6.7	4.3			NBC	6.2	5.5	7.4	7.4	6.4	4.4	
Sets-In-Use		27.9	30.0	30.0	26.6	23.8	20.5		Sets-In-Use		30.5	32.2	33.7	29.9	28.5	21.1	
Available Homes		81.2	81.5	85.7	83.1	79.2	70.5		Available Homes		81.3	79.8	84.8	83.2	85.1	75.7	

7:30 PM	ABC	3.2	3.2	3.8	2.6	5.3	3.0	4:00 PM to 4:15 PM	7:45 PM	ABC	8.4	9.3	9.4	8.7	6.7	3.4	4:45 PM to 5:00 PM
to	CBS	9.1	8.7	11.7	11.0	6.2	4.0		to	CBS	8.5	8.1	10.7	9.1	8.3	5.1	
7:15 PM	MBS	3.7	4.0	3.3	3.6	2.6	3.7		8:00 PM	MBS	2.4	2.2	2.8	2.2	3.0	2.4	
	NBC	7.1	7.4	7.8	7.6	6.7	4.3			NBC	6.2	5.5	7.4	7.4	6.4	4.4	
Sets-In-Use		27.9	30.0	30.0	26.6	23.8	20.5		Sets-In-Use		30.5	32.2	33.7	29.9	28.5	21.1	
Available Homes		81.2	81.5	85.7	83.1	79.2	70.5		Available Homes		81.3	79.8	84.8	83.2	85.1	75.7	

7:00 PM	ABC	3.2	3.2	3.8	2.6	5.3	3.0	4:00 PM to 4:15 PM	7:45 PM	ABC	8.4	9.3	9.4	8.7	6.7	3.4	4:45 PM to 5:00 PM
to	CBS	9.1	8.7	11.7	11.0	6.2	4.0		to	CBS	8.5	8.1	10.7	9.1	8.3	5.1	
7:15 PM	MBS	3.7	4.0	3.3	3.6	2.6	3.7		8:00 PM	MBS	2.4	2.2	2.8	2.2	3.0	2.4	
	NBC	7.1	7.4	7.8	7.6	6.7	4.3			NBC	6.2	5.5	7.4	7.4	6.4	4.4	
Sets-In-Use		27.9	30.0	30.0	26.6	23.8	20.5		Sets-In-Use		30.5	32.2	33.7	29.9	28.5	21.1	
Available Homes		81.2	81.5	85.7	83.1	79.2	70.5		Available Homes		81.3	79.8	84.8	83.2	85.1	75.7	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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 PM to 8:15 PM	ABC	6.3	6.6	6.8	6.6	4.5	4.8	5:00 PM to 5:15 PM
	CBS	10.4	10.7	11.9	11.8	10.9	4.6	
	MBS	2.9	2.9	3.4	2.3	3.7	2.8	
	NBC	8.0	7.1	10.2	10.2	7.3	4.0	
Sets-In-Use		32.6	34.1	35.5	33.2	29.9	26.6	
Available Homes		81.2	79.2	84.6	81.7	87.0	79.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:45 PM to 9:00 PM	ABC	6.0	6.1	6.1	6.2	5.9	5.4	5:45 PM to 6:00 PM
	CBS	12.2	12.4	14.8	11.5	13.6	7.8	
	MBS	3.4	3.6	3.3	3.1	4.6	3.2	
	NBC	11.1	10.7	11.9	13.5	12.5	7.2	
Sets-In-Use		37.9	39.6	39.3	37.3	39.1	30.4	
Available Homes		80.5	78.8	81.3	81.0	86.3	81.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:15 PM to 8:30 PM	ABC	6.7	7.2	7.3	6.5	2.8	5.1	5:15 PM to 5:30 PM
	CBS	11.4	11.9	14.3	11.5	11.7	4.5	
	MBS	3.1	2.9	3.0	2.4	5.6	3.9	
	NBC	8.5	7.8	9.9	10.8	7.2	5.2	
Sets-In-Use		35.0	37.5	37.4	33.7	30.9	25.3	
Available Homes		81.0	79.5	83.5	81.2	86.4	79.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 PM to 9:15 PM	ABC	5.0	5.3	5.2	4.8	6.0	3.6	6:00 PM to 6:15 PM
	CBS	12.1	12.7	14.0	11.0	12.5	8.4	
	MBS	5.0	4.4	6.2	4.9	6.0	5.0	
	NBC	13.2	12.6	14.3	14.0	14.4	11.7	
Sets-In-Use		39.8	40.6	42.6	38.0	40.8	34.2	
Available Homes		80.5	78.8	81.3	81.6	85.7	81.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 PM to 8:45 PM	ABC	6.5	6.7	7.1	6.5	5.3	5.4	5:30 PM to 5:45 PM
	CBS	11.3	11.8	13.4	11.0	12.6	6.6	
	MBS	3.4	3.7	3.4	2.8	5.6	2.9	
	NBC	9.9	9.0	12.1	12.5	11.4	5.4	
Sets-In-Use		36.4	38.3	38.8	35.7	37.0	27.0	
Available Homes		81.3	79.8	82.8	82.2	85.3	81.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:15 PM to 9:30 PM	ABC	5.1	5.7	4.9	4.5	4.9	4.1	6:15 PM to 6:30 PM
	CBS	12.7	12.7	15.2	11.1	16.5	9.2	
	MBS	2.7	2.3	2.9	2.8	3.1	3.6	
	NBC	14.4	13.5	15.6	14.6	16.6	14.7	
Sets-In-Use		39.6	40.5	41.9	36.2	44.3	36.0	
Available Homes		80.5	79.0	81.4	80.4	87.0	81.5	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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 PM	ABC	4.8	4.8	4.7	5.0	5.8	4.0	6:30 PM to 6:45 PM	10:15 PM	ABC	5.0	4.4	5.4	4.3	7.7	6.5	7:15 PM to 7:30 PM
to	CBS	12.4	12.1	14.0	11.1	17.3	10.6		to	CBS	10.2	8.8	12.6	8.9	14.9	10.8	
9:45 PM	MBS	2.3	2.0	2.7	2.1	2.8	3.3		10:30 PM	MBS	2.7	2.1	2.7	2.0	5.0	5.5	
	NBC	14.0	12.2	16.2	15.0	14.6	14.6			NBC	11.2	9.3	14.0	11.3	13.8	11.9	
Sets-In-Use		38.3	37.6	40.7	36.5	43.0	37.7		Sets-In-Use		33.2	29.9	37.7	29.4	44.3	39.2	
Available Homes		80.3	78.9	81.4	80.0	84.7	82.5		Available Homes		78.9	75.7	81.2	80.6	83.3	80.9	

9:45 PM to 10:00 PM	ABC	4.5	4.6	4.4	4.2	7.2	3.9	6:45 PM to 7:00 PM	10:30 PM to 10:45 PM	ABC	3.9	3.1	4.0	3.1	7.4	7.0	7:30 PM to 7:45 PM
	CBS	11.9	12.0	13.4	10.5	15.6	9.8			CBS	8.3	7.5	10.0	6.9	11.2	9.6	
	MBS	2.2	1.9	2.5	1.9	3.0	3.3			MBS	2.9	1.7	4.0	2.5	3.6	5.8	
	NBC	14.5	12.2	17.2	15.6	15.5	15.8			NBC	9.7	7.4	11.6	11.1	13.0	11.1	
Sets-In-Use		37.9	36.7	41.1	35.6	43.7	37.9		Sets-In-Use		29.1	25.0	32.7	26.4	38.1	39.0	
Available Homes		79.8	78.1	80.9	81.1	83.9	80.5		Available Homes		78.3	75.0	80.7	80.7	82.5	79.9	

10:00 PM to 10:15 PM	ABC	4.9	4.7	5.4	4.4	5.4	5.3	7:00 PM to 7:15 PM	10:45 PM to 11:00 PM	ABC	3.4	2.2	3.6	3.4	6.2	6.8	7:45 PM to 8:00 PM
	CBS	10.7	9.5	12.9	10.1	15.2	10.4			CBS	7.6	6.4	9.6	6.3	11.8	9.1	
	MBS	2.7	2.3	2.4	2.2	5.0	5.0			MBS	2.9	1.8	4.1	2.4	3.0	5.9	
	NBC	11.6	9.8	14.5	11.9	13.5	11.3			NBC	8.7	6.6	10.4	9.2	13.5	10.7	
Sets-In-Use		34.6	32.5	38.5	31.3	41.5	37.4		Sets-In-Use		26.6	21.8	30.8	23.9	36.5	37.8	
Available Homes		79.6	77.6	81.3	80.2	83.4	80.9		Available Homes		76.6	72.4	79.7	79.6	80.8	79.4	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 1949

EVENING AUDIENCES

DAYS: MONDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 PM	ABC	3.5	3.2	4.5	3.8	4.9	2.5	3:00 PM
	CBS	4.3	4.6	4.8	3.5	2.3	4.3	
to	MBS	3.1	3.6	3.9	1.7	4.7	1.6	to
6:30 PM	NBC	5.4	5.1	4.7	7.8	4.5	4.4	3:30 PM
Sets-In-Use		21.6	24.0	21.6	19.6	19.6	16.7	
Available Homes		78.4	82.6	80.0	77.7	71.9	65.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 PM	ABC	9.5	11.0	10.7	9.4	5.3	3.9	4:30 PM
	CBS	8.8	9.2	10.2	9.0	7.6	4.9	
to	MBS	2.2	2.2	2.6	2.1	2.3	2.0	to
8:00 PM	NBC	4.9	4.0	5.6	6.3	5.5	4.4	5:00 PM
Sets-In-Use		30.2	33.3	32.5	28.9	23.7	20.0	
Available Homes		81.3	80.4	84.3	82.7	83.4	76.3	

6:30 PM	ABC	4.1	2.9	6.0	4.8	4.9	3.5	3:30 PM
	CBS	5.9	6.6	5.4	5.7	4.7	5.4	
to	MBS	2.9	3.5	3.0	2.7	3.0	1.2	to
7:00 PM	NBC	5.4	4.9	7.0	5.6	4.0	4.6	4:00 PM
Sets-In-Use		23.8	26.4	25.4	21.3	19.6	17.6	
Available Homes		80.4	82.9	84.3	81.0	74.6	66.2	

8:00 PM	ABC	6.0	6.3	6.9	5.4	4.1	4.5	5:00 PM
	CBS	11.5	12.5	12.7	12.8	11.9	3.9	
to	MBS	3.9	3.9	4.1	3.4	5.6	3.3	to
8:30 PM	NBC	7.5	7.0	9.2	8.9	5.6	4.6	5:30 PM
Sets-In-Use		33.7	36.6	36.0	32.7	30.9	22.3	
Available Homes		81.4	79.5	84.2	82.6	88.5	78.6	

7:00 PM	ABC	3.8	3.5	4.7	3.4	6.5	2.7	4:00 PM
	CBS	9.0	8.8	11.6	10.3	5.7	4.4	
to	MBS	3.1	3.6	3.0	2.9	1.7	2.6	to
7:30 PM	NBC	7.0	6.7	7.6	8.6	7.0	4.6	4:30 PM
Sets-In-Use		27.8	29.8	30.0	27.0	23.6	19.6	
Available Homes		82.1	81.6	86.9	84.2	81.4	72.2	

8:30 PM	ABC	4.1	3.4	3.7	4.5	6.3	5.7	5:30 PM
	CBS	18.2	20.3	21.3	16.6	18.0	8.5	
to	MBS	4.6	4.5	4.8	4.8	5.5	3.9	to
9:00 PM	NBC	6.9	6.5	7.7	8.1	8.0	5.3	6:00 PM
Sets-In-Use		38.8	41.3	40.2	37.5	39.3	29.6	
Available Homes		82.0	80.7	83.0	83.4	86.1	81.1	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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 PM	ABC	2.1	1.5	1.6	2.0	3.2	5.0	6:00 PM	ABC	1.9	0.9	2.0	2.5	5.2	3.2	7:30 PM	
to	CBS	23.9	24.6	27.6	20.4	28.7	16.2	to	CBS	14.1	12.1	17.7	12.6	17.3	15.4	to	
to	MBS	4.2	3.9	4.3	4.8	4.4	4.4	6:30 PM	MBS	2.9	1.7	3.0	2.0	4.7	7.9	8:00 PM	
to	NBC	6.8	6.6	7.0	7.9	8.2	5.0	to	NBC	6.1	4.8	7.7	6.0	8.0	6.7	to	
Sets-In-Use		41.5	42.1	43.3	38.3	47.3	38.5	Sets-In-Use		29.8	34.3	33.2	25.5	37.7	39.3		
Available Homes		81.5	79.3	82.3	83.3	87.4	83.1	Available Homes		78.0	73.8	81.4	80.6	83.0	79.9		

9:30 PM	ABC	2.1	1.7	1.9	2.9	2.6	2.8	6:30 PM
to	CBS	24.6	24.7	28.2	21.1	33.1	12.8	to
to	MBS	1.5	1.2	1.4	1.3	2.8	2.7	7:00 PM
to	NBC	8.2	6.1	9.3	9.4	9.5	11.0	to
Sets-In-Use		41.0	40.0	44.2	37.6	51.7	40.2	
Available Homes		81.5	79.5	82.1	82.6	84.3	84.0	

11:00 PM	ABC					2.5	5.1	8:00 PM
to	CBS					15.2	9.3	to
to	MBS					6.8	9.4	8:30 PM
to	NBC					10.6	7.6	to
Sets-In-Use						37.5	38.2	
Available Homes						84.4	81.4	

10:00 PM	ABC	2.4	1.1	3.6	2.1	6.0	4.3	7:00 PM
to	CBS	19.0	17.4	23.0	18.2	24.6	16.6	to
to	MBS	2.7	2.5	2.1	1.3	5.4	6.4	7:30 PM
to	NBC	6.5	5.1	8.5	6.6	8.4	6.9	to
Sets-In-Use		34.5	30.9	38.9	31.0	46.8	39.1	
Available Homes		80.0	76.9	82.4	81.5	85.0	82.2	

11:30 PM	ABC					1.1	4.0	8:30 PM
to	CBS					11.5	13.9	to
to	MBS					3.1	5.2	9:00 PM
to	NBC					10.2	9.4	to
Sets-In-Use						29.4	37.4	
Available Homes						84.6	82.1	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 1949

EVENING AUDIENCES

DAYS: MONDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 MID	ABC						3.5	9:00 PM to 9:30 PM
to	CBS						8.8	
12:30 AM	MBS						5.0	
	NBC						7.8	
Sets-In-Use							31.7	
Available Homes							80.3	

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	
12:30 AM	ABC						3.7	9:30 PM to 10:00 PM
to	CBS						5.4	
1:00 AM	MBS						2.0	
	NBC						9.2	
Sets-In-Use							25.0	
Available Homes							78.7	

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 AM	ABC						6.2	10:00 PM to 10:15 PM
to	CBS						8.0	
1:15 AM	MBS						2.4	
	NBC						6.4	
Sets-In-Use							26.3	
Available Homes							79.0	

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: OCTOBER, 1948 THRU FEBRUARY 1949

EVENING AUDIENCES

DAYS: TUESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 PM	ABC	3.8	3.3	4.2	3.7	7.2	3.9	3:00 PM to 3:30 PM
to	CBS	4.7	4.7	5.2	4.7	2.9	4.3	
6:30 PM	MBS	3.1	3.4	4.3	2.2	4.7	0.8	
	NBC	5.3	5.6	4.6	6.5	2.9	4.5	
Sets-In-Use		22.3	24.6	22.4	20.7	19.6	17.2	
Available Homes		79.6	83.7	82.9	79.5	69.7	62.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 PM	ABC	5.0	5.3	4.6	5.2	6.5	3.8	4:30 PM to 5:00 PM
to	CBS	9.7	9.4	12.3	11.0	8.6	5.1	
8:00 PM	MBS	2.9	2.6	3.8	2.8	4.1	2.7	
	NBC	7.0	6.7	8.1	8.3	6.5	4.6	
Sets-In-Use		30.0	31.0	32.4	30.2	30.2	22.5	
Available Homes		82.3	80.6	86.8	84.4	88.6	75.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 PM	ABC	4.4	3.5	6.4	4.5	5.5	3.1	3:30 PM to 4:00 PM
to	CBS	6.2	6.5	6.7	6.6	5.2	3.8	
7:00 PM	MBS	3.2	3.5	3.9	3.0	2.5	1.4	
	NBC	5.4	4.7	6.7	6.4	3.2	4.5	
Sets-In-Use		24.5	25.8	28.1	23.0	20.8	16.8	
Available Homes		81.5	83.4	86.0	82.5	76.5	67.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 PM	ABC	2.8	2.0	3.6	2.7	4.5	4.1	5:00 PM to 5:30 PM
to	CBS	13.4	13.9	15.9	15.5	12.9	4.3	
8:30 PM	MBS	2.8	2.5	2.8	2.3	3.1	4.3	
	NBC	8.3	7.8	10.2	10.3	5.5	4.7	
Sets-In-Use		33.5	34.6	36.3	34.1	30.2	24.7	
Available Homes		82.2	80.6	84.9	82.9	88.5	80.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 PM	ABC	3.3	2.7	4.2	3.3	5.6	2.6	4:00 PM to 4:30 PM
to	CBS	8.9	9.2	10.6	9.6	6.5	4.8	
7:30 PM	MBS	3.9	4.0	4.4	3.2	3.9	3.7	
	NBC	6.9	7.0	7.6	7.7	5.6	4.3	
Sets-In-Use		27.7	29.7	30.5	25.7	24.3	20.1	
Available Homes		81.5	81.8	86.4	83.2	80.6	69.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 PM	ABC	4.0	3.9	4.0	3.4	3.9	4.8	5:30 PM to 6:00 PM
to	CBS	11.2	10.8	13.9	11.9	13.6	6.2	
9:00 PM	MBS	3.8	4.0	3.7	3.5	5.5	3.0	
	NBC	11.8	10.8	13.9	13.5	14.0	9.6	
Sets-In-Use		36.9	37.6	39.0	35.7	40.3	31.4	
Available Homes		81.7	79.1	84.4	83.0	87.9	82.0	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 1949

EVENING AUDIENCES

DAYS: TUESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 PM	ABC	3.2	3.0	3.9	3.7	2.5	1.8	6:00 PM to 6:30 PM
	CBS	6.2	9.2	9.1	8.7	9.0	2.3	
	MBS	3.7	3.1	4.8	3.5	4.2	4.0	
	NBC	20.8	18.8	23.2	19.4	24.9	24.2	
Sets-In-Use		40.4	40.5	43.4	38.5	43.3	36.8	
Available Homes		81.1	79.4	81.8	82.7	86.8	81.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 PM	ABC	1.8	1.4	1.8	1.8	4.4	3.2	7:30 PM to 8:00 PM
	CBS	4.6	4.4	5.5	3.4	4.2	5.2	
	MBS	2.7	1.5	4.3	1.8	2.1	6.5	
	NBC	16.0	19.8	20.5	16.6	25.6	23.6	
Sets-In-Use		29.1	23.0	35.1	26.2	38.5	43.4	
Available Homes		78.1	73.7	81.7	80.3	82.9	82.3	

6:30 PM	ABC	1.9	1.6	1.7	2.0	3.7	1.9	6:30 PM to 7:00 PM
	CBS	6.1	7.2	5.5	5.7	6.5	3.7	
	MBS	2.7	2.2	3.3	2.4	3.7	3.3	
	NBC	23.0	19.1	28.0	23.5	28.7	25.8	
Sets-In-Use		38.5	36.6	41.7	36.7	45.4	40.0	
Available Homes		80.6	79.7	80.7	80.6	84.4	82.2	

11:00 PM	ABC					6.8	3.9	8:00 PM to 8:30 PM
	CBS					6.6	6.6	
	MBS					3.2	8.2	
	NBC					19.9	14.7	
Sets-In-Use						39.6	39.6	
Available Homes						84.3	82.0	

7:00 PM	ABC	2.2	1.4	1.8	1.8	7.8	5.0	7:00 PM to 7:30 PM
	CBS	10.1	8.8	12.4	8.6	14.5	12.0	
	MBS	2.4	2.2	2.1	2.0	3.2	4.2	
	NBC	14.9	12.3	19.0	15.7	14.3	15.9	
Sets-In-Use		34.2	30.8	36.4	31.2	42.2	41.9	
Available Homes		80.0	77.5	82.4	81.1	84.4	81.1	

11:00 PM	ABC					1.8	4.8	8:30 PM to 9:00 PM
	CBS					5.5	8.1	
	MBS					3.1	4.2	
	NBC					14.5	12.9	
Sets-In-Use						27.8	36.2	
Available Homes						80.5	80.1	



For Explanation of Symbols see Page E

"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 1949

EVENING AUDIENCES

DAYS: TUESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings				Pacific	
			East	North Central	South	Mountain		
12:00 Mid. to 12:30 AM	ABC						4.2	9:00 PM to 9:30 PM
	CBS						6.8	
	MBS						2.6	
	NBC						11.3	
Sets-In-Use							31.7	
Available Homes							79.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings				Pacific	
			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				Pacific	
			East	North Central	South	Mountain		
12:30 AM to 1:00 AM	ABC						2.2	9:30 PM to 10:00 PM
	CBS						5.9	
	MBS						2.2	
	NBC						7.4	
Sets-In-Use							23.0	
Available Homes							79.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings				Pacific	
			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				Pacific	
			East	North Central	South	Mountain		
1:00 AM to 1:15 AM	ABC						4.8	10:00 PM to 10:15 PM
	CBS						7.0	
	MBS						2.8	
	NBC						5.0	
Sets-In-Use							24.3	
Available Homes							77.2	

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



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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	
5:30 PM	ABC	3.8	3.8	4.0	3.4	5.8	3.2	3:00 PM to 3:30 PM	7:30 PM	ABC	10.1	11.1	12.0	10.8	6.6	3.8	4:30 PM to 5:00 PM
	CBS	4.8	4.7	5.5	5.1	3.1	4.1			CBS	8.4	8.6	10.3	8.5	7.4	4.8	
	MBS	3.2	3.5	4.1	2.4	4.6	1.0			MBS	2.2	2.1	3.2	1.4	2.9	2.0	
	NBC	5.5	5.7	5.1	6.9	2.5	4.3			NBC	5.7	5.2	6.0	7.3	4.5	4.9	
Sets-In-Use		23.2	26.3	23.2	21.4	19.2	16.9		Sets-In-Use		31.7	34.4	34.6	30.7	25.5	21.0	
Available Homes		79.3	83.5	81.5	78.6	70.7	65.5		Available Homes		81.8	81.0	85.5	82.9	84.2	75.0	

5:30 PM	ABC	4.2	3.5	6.0	4.5	3.6	2.8	3:30 PM to 4:00 PM
	CBS	6.5	7.1	7.0	6.2	2.8	5.2	
	MBS	3.3	4.1	3.3	2.2	5.5	1.7	
	NBC	5.6	4.7	7.4	6.3	4.3	5.2	
Sets-In-Use		25.3	27.4	28.0	22.1	21.7	19.1	
Available Homes		81.1	83.1	85.7	80.4	76.5	68.8	

8:00 PM	ABC	7.4	8.4	8.1	6.2	4.3	5.8	5:00 PM to 5:30 PM
	CBS	9.6	9.8	11.5	9.6	10.6	5.2	
	MBS	3.4	3.7	3.4	2.9	4.4	2.7	
	NBC	9.3	8.1	11.8	12.7	6.3	5.4	
Sets-In-Use		34.8	37.5	37.3	33.3	29.8	25.7	
Available Homes		81.7	80.1	85.2	80.9	86.7	80.1	

7:00 PM	ABC	4.0	3.6	4.5	3.6	7.3	3.7	4:00 PM to 4:30 PM
	CBS	8.9	8.9	10.5	11.0	6.4	4.0	
	MBS	3.9	4.9	3.9	2.8	3.0	2.5	
	NBC	7.0	6.8	8.1	7.7	6.7	4.9	
Sets-In-Use		29.0	31.6	30.3	27.5	26.8	20.8	
Available Homes		81.7	81.8	85.5	83.3	80.5	72.6	

8:30 PM	ABC	8.0	9.2	8.3	6.8	6.1	5.9	5:30 PM to 6:00 PM
	CBS	9.3	8.7	11.5	9.1	11.0	7.2	
	MBS	3.8	4.5	3.1	2.5	7.7	3.2	
	NBC	11.9	10.8	13.9	16.5	9.8	6.3	
Sets-In-Use		38.2	40.6	39.9	37.3	36.7	29.4	
Available Homes		81.2	79.9	81.6	81.1	86.7	83.2	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 1949

EVENING AUDIENCES

DAYS: WEDNESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 PM to 9:30 PM	ABC	7.0	9.5	4.9	4.7	8.2	5.0	6:00 PM to 6:30 PM
	CBS	6.1	5.6	7.6	5.7	7.0	5.1	
	MBS	4.4	3.7	5.5	4.1	5.8	5.2	
	NBC	17.3	16.5	19.9	19.1	13.1	14.5	
Sets-In-Use		39.6	41.4	42.1	37.0	37.4	34.0	
Available Homes		81.1	79.9	82.5	79.9	85.0	83.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 PM to 11:00 AM	ABC	7.3	5.2	8.2	4.9	13.7	15.7	7:30 PM to 8:00 PM
	CBS	3.3	2.3	3.8	2.8	6.6	5.7	
	MBS	3.0	1.8	4.4	2.7	3.2	5.1	
	NBC	11.0	9.6	12.5	13.3	11.5	8.7	
Sets-In-Use		28.6	24.1	32.3	25.7	38.0	39.6	
Available Homes		78.5	74.3	80.7	82.0	85.5	81.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:30 PM to 10:00 PM	ABC	9.4	10.6	10.0	6.8	15.4	5.8	6:30 PM to 7:00 PM
	CBS	5.8	5.5	6.4	4.7	9.7	6.6	
	MBS	2.7	1.9	3.0	2.4	3.7	5.1	
	NBC	16.2	14.5	19.9	19.4	10.1	12.7	
Sets-In-Use		38.8	38.2	42.8	36.7	41.2	35.7	
Available Homes		80.9	79.0	82.5	81.8	86.0	81.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 PM to 11:30 PM	ABC					18.0	19.6	8:00 PM to 8:30 PM
	CBS					7.5	5.4	
	MBS					2.7	5.7	
	NBC					9.7	7.4	
Sets-In-Use						39.6	43.4	
Available Homes						83.2	80.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 PM to 10:30 PM	ABC	13.0	13.6	15.3	10.8	9.0	11.3	7:00 PM to 7:30 PM
	CBS	3.5	2.7	4.1	2.5	7.8	5.8	
	MBS	3.0	1.7	2.0	1.9	8.2	9.8	
	NBC	11.5	10.0	15.5	14.4	9.6	5.5	
Sets-In-Use		35.4	33.3	40.6	31.9	37.3	37.9	
Available Homes		80.1	77.9	82.3	80.4	84.8	81.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 PM to 12:00 Mid.	ABC					8.8	14.4	8:30 PM to 9:00 PM
	CBS					4.1	4.7	
	MBS					3.4	2.4	
	NBC					16.1	14.8	
Sets-In-Use						33.8	41.1	
Available Homes						80.7	78.9	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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 PM	ABC					15.5	9:00 PM to 9:30 PM		ABC									
	CBS					2.2			CBS									
	MBS					2.5			MBS									
	NBC					12.0			NBC									
Sets-In-Use						38.1		Sets-In-Use										
Available Homes						77.9		Available Homes										
9:30 PM	ABC					8.6	9:30 PM to 10:00 PM		ABC									
	CBS					3.5			CBS									
	MBS					1.1			MBS									
	NBC					9.9			NBC									
Sets-In-Use						28.1		Sets-In-Use										
Available Homes						79.6		Available Homes										
10:00 PM	ABC					9.1	10:00 PM to 10:15 PM		ABC									
	CBS					5.9			CBS									
	MBS					3.6			MBS									
	NBC					7.7			NBC									
Sets-In-Use						32.0		Sets-In-Use										
Available Homes						79.8		Available Homes										



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 1949

EVENING AUDIENCES

DAYS: THURSDAYS

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	
6:00 PM	ABC	3.7	3.6	3.9	3.9	6.8	2.5	3:00 PM to 3:30 PM	7:30 PM	ABC	4.9	5.7	4.1	5.3	4.8	2.9	4:30 PM to 5:00 PM
to	CBS	4.5	4.4	5.4	4.3	2.7	4.0		to	CBS	9.5	9.9	10.9	11.3	7.1	3.9	
6:30 PM	MBS	2.8	3.4	3.4	2.2	2.1	1.0		8:00 PM	MBS	2.7	2.4	3.8	2.2	2.7	2.4	
	NBC	5.0	5.4	3.8	6.5	3.6	4.4			NBC	5.4	5.2	6.6	6.0	5.8	3.3	
Sets-In-Use		21.6	24.8	20.9	19.9	18.4	15.5		Sets-In-Use		27.5	29.9	28.9	27.2	24.3	18.9	
Available Homes		78.0	82.1	80.5	78.4	70.1	62.0		Available Homes		80.7	79.9	83.9	82.5	83.9	74.3	

6:30 PM	ABC	4.0	3.1	5.4	4.5	3.5	3.6	3:30 PM to 4:00 PM
	CBS	6.0	6.5	6.3	6.2	4.3	3.8	
to	MBS	3.2	4.0	3.0	2.9	3.5	1.0	
7:00 PM	NBC	5.4	4.3	7.1	6.7	3.5	4.8	
Sets-In-Use		24.3	25.7	26.3	23.4	20.5	18.3	
Available Homes		80.1	82.6	84.6	82.6	73.5	66.7	

8:00 PM	ABC	4.5	5.0	3.7	4.1	2.9	5.4	5:00 PM to 5:30 PM
	CBS	12.4	13.5	15.1	12.3	11.2	4.5	
to	MBS	2.6	2.6	2.6	2.0	3.9	3.0	
8:30 PM	NBC	10.0	9.0	12.4	12.9	12.4	4.3	
Sets-In-Use		34.5	36.6	37.3	34.1	33.4	23.7	
Available Homes		81.2	79.7	84.2	81.2	87.5	78.7	

7:00 PM	ABC	3.2	3.0	3.2	3.7	3.9	3.4	4:00 PM to 4:30 PM
	CBS	9.6	9.9	12.0	11.0	4.3	3.9	
to	MBS	3.7	4.0	3.7	2.9	2.4	3.7	
7:30 PM	NBC	6.6	5.9	7.5	8.1	6.5	5.2	
Sets-In-Use		28.1	29.9	29.9	28.1	21.1	21.3	
Available Homes		81.0	80.5	86.2	83.5	77.4	71.7	

8:30 PM	ABC	2.6	2.4	2.5	2.2	2.7	4.4	5:30 PM to 6:00 PM
	CBS	14.2	15.4	16.6	13.9	11.8	7.6	
to	MBS	2.3	2.6	2.0	1.4	3.6	3.2	
9:00 PM	NBC	12.7	12.2	13.9	16.7	16.2	5.4	
Sets-In-Use		36.8	39.1	37.9	37.0	36.9	27.1	
Available Homes		80.9	80.3	80.7	81.3	86.7	80.9	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 1949

EVENING AUDIENCES

DAYS: THURSDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 PM	ABC	2.0	1.4	2.2	2.5	4.2	2.6	6:00 PM to 6:30 PM
	CBS	15.5	16.4	18.0	13.8	18.1	9.6	
	MBS	3.6	3.2	4.1	3.6	4.0	4.0	
	NBC	13.1	13.0	13.6	13.4	15.5	11.1	
Sets-In-Use		38.6	39.8	40.8	36.2	43.4	31.9	
Available Homes		81.0	80.4	81.4	80.9	89.3	79.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 PM	ABC	2.1	1.0	1.7	2.7	3.0	5.8	7:30 PM to 8:00 PM
	CBS	10.7	9.5	13.6	8.0	18.3	12.0	
	MBS	2.5	1.7	3.4	3.1	1.6	3.7	
	NBC	7.0	5.3	8.3	7.7	10.7	8.8	
Sets-In-Use		26.5	22.4	29.9	24.4	36.9	35.2	
Available Homes		77.6	74.3	80.2	80.4	84.4	77.8	

9:30 PM	ABC	2.9	2.6	2.4	3.4	2.9	4.2	6:30 PM to 7:00 PM
	CBS	15.1	14.5	18.0	14.2	22.3	11.1	
	MBS	2.7	2.5	3.4	2.4	1.7	2.9	
	NBC	10.1	9.7	10.6	10.3	9.8	10.8	
Sets-In-Use		35.8	35.7	38.0	34.0	38.8	34.0	
Available Homes		80.0	78.7	81.6	80.5	83.6	80.0	

11:00 PM	ABC					2.3	5.8	8:00 PM to 8:30 PM
	CBS					11.3	7.7	
	MBS					3.5	5.7	
	NBC					12.7	10.6	
Sets-In-Use						33.4	35.6	
Available Homes						84.8	80.2	

10:00 PM	ABC	2.2	1.7	1.8	2.4	2.9	4.4	7:00 PM to 7:30 PM
	CBS	11.2	9.9	13.9	10.5	16.0	10.2	
	MBS	3.4	2.5	4.4	3.7	5.0	3.7	
	NBC	10.8	9.3	12.8	10.0	16.4	12.3	
Sets-In-Use		32.2	29.6	35.9	29.6	42.9	35.4	
Available Homes		79.7	76.9	82.1	81.9	81.8	80.7	

11:30 PM	ABC					2.0	2.5	8:30 PM to 9:00 PM
	CBS					3.3	9.1	
	MBS					1.8	3.5	
	NBC					20.7	13.3	
Sets-In-Use						29.9	34.2	
Available Homes						80.8	78.9	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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						3.6	9:00 PM to 9:30 PM
to	CBS						7.2	
12:30 AM	MBS						2.9	
	NBC						14.6	
Sets-In-Use							33.1	
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								

12:30 AM to 1:00 AM	ABC						2.7	9:30 PM to 10:00 PM
	CBS						5.9	
	MBS						1.7	
	NBC						11.2	
Sets-In-Use							25.7	
Available Homes							77.8	

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

1:00 AM to 1:15 AM	ABC						5.2	10:00 PM to 10:15 PM
	CBS						5.4	
	MBS						1.2	
	NBC						7.0	
Sets-In-Use							23.7	
Available Homes							76.5	

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 1949

EVENING AUDIENCES

DAYS: FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 PM	ABC	3.9	3.5	5.0	3.7	7.0	3.3	3:00 PM to 3:30 PM
	CBS	4.3	4.9	5.4	2.9	3.4	3.4	
	MBS	3.0	3.0	3.8	2.4	4.8	1.4	
	NBC	5.0	5.0	4.5	5.9	4.6	4.4	
Sets-In-Use		21.4	23.6	22.4	18.6	22.5	16.0	
Available Homes		77.2	80.9	80.6	76.4	71.4	61.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 PM	ABC	9.2	10.4	11.1	8.9	5.6	3.9	4:30 PM to 5:00 PM
	CBS	8.4	7.8	10.2	9.6	8.1	5.4	
	MBS	2.5	2.4	3.2	2.0	2.2	2.5	
	NBC	4.8	4.1	5.7	6.5	5.0	3.3	
Sets-In-Use		29.2	30.5	32.8	28.9	24.8	20.4	
Available Homes		80.1	78.4	85.1	81.7	83.7	73.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:30 PM	ABC	3.8	3.0	5.2	3.9	3.8	3.7	3:30 PM to 4:00 PM
	CBS	6.0	6.1	6.6	6.6	5.2	4.2	
	MBS	3.3	3.8	3.7	3.3	3.2	1.3	
	NBC	4.9	3.9	5.8	6.7	2.6	5.3	
Sets-In-Use		23.4	24.8	24.9	23.2	20.0	17.6	
Available Homes		79.5	81.5	83.8	80.6	76.0	65.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 PM	ABC	11.7	12.9	12.7	14.5	2.6	4.9	5:00 PM to 5:30 PM
	CBS	7.8	6.9	10.5	8.0	10.1	4.9	
	MBS	2.4	1.9	3.0	1.1	6.1	3.4	
	NBC	6.0	5.5	6.7	7.7	6.4	3.9	
Sets-In-Use		32.4	33.7	35.2	33.2	27.6	23.3	
Available Homes		78.9	76.8	81.9	79.7	82.3	78.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:00 PM	ABC	3.4	3.1	3.6	3.8	5.4	2.8	4:00 PM to 4:30 PM
	CBS	8.6	8.3	10.6	11.3	4.3	3.7	
	MBS	3.4	3.8	3.4	2.8	2.4	3.0	
	NBC	6.4	6.0	8.3	7.1	6.6	3.7	
Sets-In-Use		26.8	28.3	29.5	26.8	21.9	18.7	
Available Homes		80.1	79.8	84.4	81.9	81.8	70.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 PM	ABC	12.6	13.0	14.4	14.9	9.0	6.2	5:30 PM to 6:00 PM
	CBS	6.1	5.6	7.5	4.7	11.0	6.2	
	MBS	2.6	2.6	3.2	2.4	3.1	1.8	
	NBC	9.0	8.7	10.5	10.1	11.6	5.0	
Sets-In-Use		35.2	36.3	38.4	35.0	37.0	25.8	
Available Homes		78.6	76.5	80.6	79.3	81.6	79.9	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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 PM	ABC	10.9	12.0	12.4	10.4	9.4	5.0	6:00 PM to 6:30 PM	10:30 PM	ABC	5.1	4.7	5.2	4.4	7.6	6.6	7:30 PM to 8:00 PM	
to	CBS	8.3	7.6	10.3	6.8	10.2	8.4		to	CBS	7.2	6.4	8.6	6.1	10.2	8.1		to
9:30 PM	MBS	3.2	2.7	3.9	3.0	4.6	4.0		11:00 PM	MBS	3.5	2.1	5.2	2.8	4.6	6.1		8:00 PM
	NBC	11.3	10.3	11.6	12.1	15.3	11.5			NBC	5.8	4.3	6.1	7.4	11.2	7.1		
Sets-In-Use		38.5	39.0	41.6	35.5	41.4	34.3		Sets-In-Use		26.3	23.1	28.5	24.0	35.5	34.7		
Available Homes		77.6	75.5	78.9	78.1	83.1	79.8		Available Homes		74.9	72.3	77.0	77.5	72.5	77.0		

9:30 PM	ABC	7.0	7.2	6.8	7.9	7.9	5.0	6:30 PM to 7:00 PM	
to	CBS	9.2	8.7	10.4	8.3	10.4	9.6		to
10:00 PM	MBS	1.9	1.8	1.9	1.5	2.6	2.5		7:00 PM
	NBC	13.6	11.5	15.6	14.3	17.1	15.3		
Sets-In-Use		36.5	35.3	37.9	35.4	39.6	36.8		
Available Homes		77.3	75.4	78.9	77.1	82.7	79.6		

11:00 PM	ABC						12.4	10.7	8:00 PM to 8:30 PM	
to	CBS						6.9	4.9		to
11:30 PM	MBS						4.0	4.8		8:30 PM
	NBC						8.0	6.4		
Sets-In-Use							32.9	34.2		
Available Homes							77.3	75.6		

10:00 PM	ABC	4.8	5.1	4.5	4.4	6.9	4.4	7:00 PM to 7:30 PM	
to	CBS	8.4	7.3	10.6	7.7	12.7	8.3		to
10:30 PM	MBS	2.1	2.2	2.2	1.6	3.2	2.1		7:30 PM
	NBC	13.0	10.8	15.4	11.0	19.8	17.3		
Sets-In-Use		32.9	31.3	35.8	27.9	45.5	37.3		
Available Homes		76.1	74.3	76.8	77.1	80.4	78.5		

11:30 PM	ABC						15.1	12.4	8:30 PM to 9:00 PM	
to	CBS						4.6	4.5		to
12:00 Mid.	MBS						3.7	2.4		9:00 PM
	NBC						5.5	8.7		
Sets-In-Use							31.6	34.5		
Available Homes							77.5	73.5		



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 1949

EVENING AUDIENCES

DAYS: FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00	ABC						11.9	9:00 PM to 9:30 PM
	CBS						5.7	
10:30	MBS						3.4	
	NBC						4.1	
Sets-In-Use							32.4	
Available Homes							74.3	

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	
10:30	ABC						5.8	9:30 PM to 10:00 PM
	CBS						5.7	
11:00	MBS						1.5	
	NBC						4.9	
Sets-In-Use							25.0	
Available Homes							76.7	

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	
11:00	ABC						5.5	10:00 PM to 10:15 PM
	CBS						5.9	
11:15	MBS						2.1	
	NBC						5.5	
Sets-In-Use							25.1	
Available Homes							70.3	

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								



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 1949

DAYTIME AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 AM to 8:30 AM	ABC	1.1†	1.1					
	CBS	1.4†	1.4					
	MBS	2.3†	2.3					
	NBC	1.9†	1.9					
Sets-In-Use		8.2†	8.2					
Available Homes		80.1†	80.1					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:30 AM to 10:00 AM	ABC	1.8†	1.2	2.5	2.2			
	CBS	3.0†	2.8	3.5	2.9			
	MBS	1.9†	1.8	2.3	1.7			
	NBC	2.7†	2.5	2.2	4.0			
Sets-In-Use		12.8†	12.0	13.5	13.8			
Available Homes		82.7†	81.5	85.5	82.0			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 AM to 9:00 AM	ABC	1.2†	1.2					
	CBS	2.1†	2.1					
	MBS	1.7†	1.7					
	NBC	2.5†	2.5					
Sets-In-Use		10.7†	10.7					
Available Homes		82.9†	82.9					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 AM to 10:30 AM	ABC	1.9†	1.8	2.5	1.7	††		
	CBS	2.7†	2.4	3.3	2.6			
	MBS	2.0†	1.8	2.2	2.5			
	NBC	3.9†	3.2	4.3	6.1			
Sets-In-Use		14.4†	14.0	15.2	17.1			
Available Homes		81.0†	79.6	83.4	80.1			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 AM to 9:30 AM	ABC	1.6†	1.6	2.2	1.0			
	CBS	2.5†	2.5	2.6	2.2			
	MBS	2.2†	2.7	2.5	0.9			
	NBC	2.9†	2.3	2.5	4.7			
Sets-In-Use		11.8†	12.3	11.0	11.6			
Available Homes		84.0†	83.7	86.6	81.6			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 AM to 11:00 AM	ABC	1.7†	1.7	1.9	1.8			
	CBS	2.9†	2.3	2.8	3.2			
	MBS	1.7†	1.6	2.2	1.9			
	NBC	5.1†	4.0	7.2	6.1			
Sets-In-Use		15.8†	14.8	17.3	18.0			
Available Homes		80.4†	79.7	81.7	77.7			



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 1949

DAYTIME AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 AM	ABC	2.3	2.4	2.9	2.0	††	1.8	8:00 AM to 8:30 AM
	CBS	5.0	4.6	6.5	4.1		3.5	
	MBS	1.7	1.7	2.3	2.2		0.5	
	NBC	3.0	2.3	3.6	4.6		1.2	
Sets-In-Use		16.3	16.4	18.4	16.8		10.1	
Available Homes		79.4	79.8	79.0	76.4		80.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 PM	ABC	1.8	1.6	1.2	2.2	††	2.3	9:30 AM to 10:00 AM
	CBS	6.9	6.9	7.4	6.1		5.7	
	MBS	2.1	2.3	2.8	1.2		1.7	
	NBC	2.2	2.2	1.9	2.8		1.8	
1:00 PM								
Sets-In-Use		18.6	18.8	18.2	19.2		16.0	
Available Homes		76.6	76.6	77.7	74.1		78.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 AM	ABC	1.8	1.7	1.5	1.8		2.1	8:30 AM to 9:00 AM
	CBS	5.5	5.4	5.8	6.6		4.4	
	MBS	1.6	1.6	2.4	1.7		0.4	
	NBC	3.7	2.3	4.6	5.1		3.3	
Sets-In-Use		17.0	16.4	18.0	20.1		13.5	
Available Homes		78.4	77.7	79.2	76.3		81.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 PM	ABC	1.7	1.4	1.4	2.3		1.2	10:00 AM to 10:30 AM
	CBS	6.5	6.0	7.9	4.7		5.9	
	MBS	2.2	2.0	2.9	2.3		1.4	
	NBC	2.7	1.9	3.7	4.3		1.0	
1:30 PM								
Sets-In-Use		18.4	18.0	19.8	18.7		14.5	
Available Homes		75.2	73.4	77.7	75.2		74.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 AM	ABC	1.9	2.1	1.0	2.0		2.5	9:00 AM to 9:30 AM
	CBS	7.1	6.5	8.2	6.7		5.2	
	MBS	1.8	1.7	2.0	1.5		1.5	
	NBC	2.4	2.3	2.1	3.7		1.5	
Sets-In-Use		18.8	19.0	18.0	19.8		15.1	
Available Homes		77.4	77.7	77.3	74.7		79.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:30 PM	ABC	2.0	2.3	1.6	2.0		2.0	10:30 AM to 11:00 AM
	CBS	5.9	5.1	7.0	4.6		6.4	
	MBS	2.1	2.2	3.0	1.3		1.2	
	NBC	2.0	1.6	2.9	2.2		1.8	
2:00 PM								
Sets-In-Use		18.2	19.1	19.0	16.2		16.2	
Available Homes		75.3	74.2	78.3	72.8		75.7	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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 PM	ABC	2.3	2.5	2.4	2.0	††	2.2	11:00 AM to 11:30 AM
to	CBS	4.7	3.8	5.9	4.5		4.3	
	MBS	2.9	2.4	3.7	3.2		2.0	
2:30 PM	NBC	2.3	2.4	1.7	3.1		2.0	
Sets-In-Use		18.7	19.1	18.7	19.2		15.3	
Available Homes		73.4	71.6	77.9	72.6		72.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:30 PM	ABC	2.9	2.8	2.6	2.8	††	3.8	12:30 PM to 1:00 PM
to	CBS	3.8	2.8	5.5	3.6		3.4	
	MBS	2.8	2.0	4.2	2.6		2.5	
4:00 PM	NBC	3.5	2.6	4.3	5.4		2.5	
Sets-In-Use		20.4	19.0	23.5	20.1		18.7	
Available Homes		72.2	70.9	74.0	73.0		71.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:30 PM	ABC	2.6	2.9	1.9	2.7		2.4	11:30 AM to 12:00 Noon
to	CBS	3.9	3.0	4.6	3.9		4.9	
	MBS	2.9	2.6	3.4	2.7		3.2	
3:00 PM	NBC	2.6	2.3	2.0	3.9		2.2	
Sets-In-Use		19.1	19.8	18.3	18.2		18.6	
Available Homes		72.6	70.3	75.8	72.9		71.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:00 PM	ABC	2.7	2.7	2.8	2.2		3.2	1:00 PM to 1:30 PM
to	CBS	3.8	3.3	5.5	3.5		2.4	
	MBS	3.2	2.7	4.2	2.2		4.2	
4:30 PM	NBC	3.1	2.4	3.0	5.2		2.2	
Sets-In-Use		20.4	19.9	22.2	19.5		19.5	
Available Homes		71.8	70.5	74.6	71.3		69.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:00 PM	ABC	3.2	3.3	2.8	3.3		2.9	12:00 AM to 12:30 PM
to	CBS	3.7	2.5	5.2	4.3		3.9	
	MBS	2.8	2.4	3.6	2.8		2.5	
3:30 PM	NBC	3.2	2.1	3.4	5.6		3.0	
Sets-In-Use		20.5	19.6	22.1	21.1		18.8	
Available Homes		72.8	70.8	74.6	74.1		71.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:30 PM	ABC	2.4	2.4	2.9	2.1		2.4	1:30 PM to 2:00 PM
to	CBS	4.3	4.2	5.3	4.0		2.0	
	MBS	3.4	2.1	4.2	1.7		8.3	
5:00 PM	NBC	3.1	2.3	3.2	5.7		1.8	
Sets-In-Use		20.0	18.5	21.6	19.9		21.5	
Available Homes		72.8	73.5	73.8	72.0		69.6	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1949

DAYTIME - 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	
6:00 PM to 7:30 PM	ABC	2.4	2.8	1.8	2.9	††	2.1	2:00 PM to 2:30 PM	6:30 PM to 7:00 PM	ABC	2.5	2.9	1.6	2.3	4.1	2.7	3:30 PM to 4:00 PM
	CBS	4.1	3.7	5.8	4.4		1.2			CBS	4.1	4.6	4.5	5.1	1.9	1.1	
	MBS	3.9	2.4	3.9	2.2		11.5			MBS	4.7	4.1	5.6	3.8	6.6	6.2	
	NBC	3.5	3.3	3.7	4.6		2.1			NBC	4.3	4.1	5.7	5.3	3.9	1.4	
Sets-In-Use		19.8	19.6	19.5	18.4		23.7	PM	Sets-In-Use		22.2	24.3	22.2	19.9	22.2	18.4	
Available Homes		73.7	76.4	74.2	70.8		70.2		Available Homes		77.3	77.8	80.2	77.9	77.7	68.9	

6:30 PM to 7:00 PM	ABC	2.4	2.5	2.6	2.1		1.7	2:30 PM to 3:00 PM
	CBS	4.0	4.3	5.0	3.3		1.1	
	MBS	4.4	3.9	3.6	3.2		7.8	
	NBC	2.9	3.0	2.9	3.2		2.5	
Sets-In-Use		20.4	21.8	19.0	17.9		19.5	PM
Available Homes		76.3	79.0	77.8	73.7		67.1	

7:00 PM to 7:30 PM	ABC	3.2	3.0	3.3	4.0	3.8	2.7	4:00 PM to 4:30 PM
	CBS	6.6	6.0	10.3	6.4	5.4	2.7	
	MBS	4.3	3.7	5.5	3.6	6.0	4.5	
	NBC	4.6	4.1	5.1	6.2	6.0	2.5	
Sets-In-Use		25.1	25.7	27.9	23.2	24.4	21.0	PM
Available Homes		77.5	76.1	82.5	77.9	80.7	71.8	

7:00 PM to 7:30 PM	ABC	2.4	2.3	2.6	2.7	2.0	2.2	3:00 PM to 3:30 PM
	CBS	4.3	4.6	5.2	4.0	5.8	1.9	
	MBS	4.2	3.7	4.3	2.5	7.4	7.4	
	NBC	3.9	4.2	3.5	5.3	4.4	1.5	
Sets-In-Use		21.4	23.1	20.6	18.3	24.2	20.3	PM
Available Homes		76.5	78.0	79.1	74.9	74.8	69.6	

7:30 PM to 8:00 PM	ABC	4.6	5.0	5.2	5.1	3.4	2.2	4:30 PM to 5:00 PM
	CBS	8.5	8.6	11.5	8.0	6.7	3.5	
	MBS	3.8	2.8	4.6	3.3	10.7	4.2	
	NBC	5.6	4.5	7.4	7.6	4.5	3.2	
Sets-In-Use		27.9	28.3	31.9	27.0	29.2	19.9	PM
Available Homes		77.1	74.6	82.0	77.3	81.6	74.5	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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 PM	ABC	3.7	3.5	3.5	5.4	3.6	2.5	5:00 PM to 5:30 PM	9:30 PM	ABC	7.0	7.5	7.3	7.1	9.2	3.8	6:30 PM to 7:00 PM
to	CBS	8.7	9.1	11.4	8.6	5.2	3.8		to	CBS	5.9	5.7	6.8	4.4	7.1	7.0	
8:30 PM	MBS	7.2	6.6	9.0	6.9	11.1	4.7		10:00 PM	MBS	3.6	3.2	4.6	3.6	4.4	3.0	
to	NBC	7.0	7.2	8.5	6.9	5.4	3.9		to	NBC	13.1	9.0	15.5	17.3	18.4	14.7	
Sets-In-Use		31.7	33.3	35.0	31.0	28.2	22.4		Sets-In-Use		34.3	30.7	38.5	36.1	41.3	34.3	
Available Homes		76.7	74.7	79.3	76.4	84.2	76.8		Available Homes		74.6	70.6	75.6	74.0	81.6	76.7	

8:30 PM	ABC	6.6	7.9	5.9	6.2	6.2	3.5	5:30 PM to 6:00 PM
to	CBS	7.8	7.8	9.7	7.5	9.2	4.9	
9:00 PM	MBS	3.6	2.3	4.8	2.7	7.7	5.9	
to	NBC	12.2	10.6	16.6	15.4	5.8	6.9	
Sets-In-Use		35.1	34.8	40.3	35.0	32.0	28.0	
Available Homes		75.0	72.3	77.9	75.3	82.3	76.5	

10:00 PM	ABC	3.8	3.3	4.3	4.4	4.1	3.6	7:00 PM to 7:30 PM
to	CBS	5.9	5.1	6.7	6.1	7.2	6.7	
10:30 PM	MBS	3.5	2.9	3.8	3.3	9.1	3.7	
to	NBC	14.5	11.9	15.6	15.3	20.1	18.3	
Sets-In-Use		32.6	28.4	35.1	33.1	43.7	38.5	
Available Homes		72.7	70.1	73.9	73.7	77.8	75.7	

9:00 PM	ABC	7.1	8.3	7.2	6.1	9.0	4.0	6:00 PM to 6:30 PM
to	CBS	8.3	7.4	8.7	9.2	13.5	7.8	
9:30 PM	MBS	3.1	2.5	3.6	2.6	5.1	4.6	
to	NBC	12.6	10.6	17.1	14.5	15.3	7.7	
Sets-In-Use		36.1	34.8	40.5	35.7	45.4	30.6	
Available Homes		74.4	71.4	77.4	73.6	83.5	77.3	

10:30 PM	ABC	3.6	2.8	3.7	3.3	8.4	4.7	7:30 PM to 8:00 PM
to	CBS	6.7	5.5	8.4	6.0	5.4	9.8	
11:00 PM	MBS	3.8	2.7	4.8	3.5	6.8	5.6	
to	NBC	9.7	6.8	10.1	11.6	17.3	13.6	
Sets-In-Use		27.9	22.7	30.4	27.4	40.8	38.3	
Available Homes		71.1	67.6	73.1	73.4	78.3	73.2	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 1949

EVENING AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 PM to 1:30 PM	ABC					5.8	8.8	8:00 PM to 8:30 PM
	CBS					8.3	8.1	
	MBS					7.6	3.1	
	NBC					11.1	7.9	
Sets-In-Use						35.1	33.5	
Available Homes						76.6	71.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 AM to 1:00 AM	ABC						4.1	9:30 PM to 10:00 PM
	CBS						3.8	
	MBS						0.8	
	NBC						8.5	
Sets-In-Use							23.1	
Available Homes							69.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:30 PM to 2:00 P.M.	ABC					2.4	5.2	8:30 PM to 9:00 PM
	CBS					4.4	6.6	
	MBS					5.4	3.1	
	NBC					16.7	14.9	
Sets-In-Use						30.6	36.0	
Available Homes						79.2	71.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 AM to 1:15 AM	ABC						5.1	10:00 PM to 10:15 PM
	CBS						6.9	
	MBS						1.2	
	NBC						9.0	
Sets-In-Use							25.7	
Available Homes							69.2	

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 PM	ABC						5.6	9:00 PM to 9:30 PM
	CBS						4.7	
	MBS						2.4	
	NBC						12.3	
Sets-In-Use							31.2	
Available Homes							69.9	

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								



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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
ABBOTT AND COSTELLO (Co-op)(Program broadcast Oct. 21 thru Feb.)	5.2	4.9	§§	§	§	§	ARTHUR GODFREY (National Biscuit Co. Mon. thru Fri. 10:45-11:00 A.M.)	6.9	7.2	9.3	5.1	7.7	4.0
A DAY IN THE LIFE OF DENNIS DAY	14.5	11.9	15.4	15.7	20.1	18.3	ARTHUR GODFREY'S TALENT SCOUTS	19.0	20.3	21.3	15.6	18.0	15.0
ADVENTURES OF SAM SPADE	10.1	8.3	9.7	10.6	11.7	16.0	AUNT JENNY	6.3	7.0	7.1	3.0	8.2	4.0
ADVENTURES OF SHERLOCK HOLMES	5.2	4.8	6.0	4.4	5.0	6.3	BACKSTAGE WIFE	6.6	5.2	5.5	10.9	7.9	6.0
ALDRICH FAMILY	11.2	9.0	12.4	13.0	12.4	13.3	BAND OF AMERICA	6.3	5.5	6.7	7.7	§	§
AMERICAN ALBUM OF FAMILIAR MUSIC	10.3	8.8	11.7	9.8	15.6	12.2	BETTY CROCKER MAGAZINE OF THE AIR	3.7	3.2	4.2	4.2	3.6	3.0
AMERICAN FORUM OF THE AIR (Program broadcast Oct. 19 thru Feb.)	2.3	1.8	2.1	§§	§	3.0	BEULAH	9.4	8.7	12.4	11.0	§	6.0
AMERICA'S TOWN MEETING OF THE AIR (Co-op)	4.2	3.4	5.1	3.9	§	4.9	BIG SISTER (Program cancelled Jan. 5)	7.1	7.1	8.9	6.7	9.2	4.0
AMOS'n' ANDY (Program broadcast Oct. 17 thru Feb.)	15.7	15.2	17.6	18.2	§	9.8	BIG STORY	12.0	10.0	15.6	14.4	§§	9.0
ANACIN HOLLYWOOD STAR THEATRE	7.6	7.2	8.5	6.9	5.4	8.5	BIG TOWN	14.4	12.3	19.3	15.7	§§	11.0
ARTHUR GAETH	1.8	1.1	2.1	§§	§	3.2	BILL STERN	7.7	5.8	8.3	9.8	§	8.0
ARTHUR GODFREY (Gold Seal Co. Mon. thru Fri. 10:30-10:45 A.M.)	5.8	6.5	7.2	3.8	5.2	4.2	BING CROSBY SHOW	14.9	13.6	15.3	10.8	18.0	23.0
ARTHUR GODFREY (Liggett & Myers Tobacco Co. Mon. thru Fri. 11:00-11:30 A.M.)	8.0	8.8	10.4	5.4	9.9	3.9	BLONDIE	10.4	8.1	11.8	12.7	§§	12.0
							BOB HAWK SHOW	13.9	12.1	17.4	12.0	17.3	15.0
							BOB HOPE SHOW	20.8	18.8	23.2	19.4	24.9	24.2
							BOXING BOUT (Rating based on 10:00 to 10:30 Portion of broadcast time only)	4.8	5.1	4.5	4.4	6.9	4.0

§ Insufficient for reporting.

§§ Not broadcast in designated area.

"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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
EAKFAST CLUB (Gen. Mills, Inc.)	3.7	3.5	4.2	3.6	4.8	3.2	CURTAIN TIME	11.1	9.6	13.1	13.3	11.5	8.7
EAKFAST CLUB (Philco-Products, Inc.)	5.9	5.2	6.9	5.8	7.5	5.5	DASHIELL HAMMETT'S "Fat Man"	12.9	12.9	12.7	14.5	12.4	10.8
EAKFAST CLUB (Swift & Co. 9:30-9:45AM)	5.4	5.2	6.4	5.2	5.7	4.1	DAVID HARUM	3.0	3.2	3.5	1.5	2.8	§§
EAKFAST CLUB (Swift & Co. 9:15-9:30AM)	5.2	4.4	6.5	5.8	8.1	4.1	DR. CHRISTIAN	9.4	8.7	11.5	9.1	11.0	7.9
EAK THE BANK	11.8	12.0	12.4	10.4	9.4	12.7	DR. I.O.	8.2	6.1	9.3	9.6	9.5	11.0
EIDE & GROOM	4.4	3.9	5.1	5.3	4.5	3.8	DOUBLE OR NOTHING	3.9	2.6	4.0	5.4	10.1	4.0
EIGHTER DAY (Program broadcast Nov. 1 thru Feb.)	3.5	3.5	3.2	4.4	5.6	2.2	DREW PEARSON	11.2	11.7	9.6	11.2	§	10.5
EPTAIN MIDNIGHT	2.6	2.3	3.5	2.3	2.7	2.3	DUFFY'S TAVERN	17.4	16.5	19.9	19.5	13.1	14.5
ERNEGIE HALL	3.4	3.3	§§	4.4	§§	§§	EDDIE CANTOR	11.4	10.3	11.8	12.5	15.3	11.9
ERVALCADE OF AMERICA	8.2	7.0	9.2	8.9	10.2	8.4	EDWARD R. MURROW	8.5	8.1	10.7	9.1	8.3	5.1
ERALLENGE OF THE YUKON	3.5	2.9	3.5	3.3	6.4	5.2	EDWIN C. HILL - The Human Side of The News	3.4	3.3	3.7	2.9	§	3.8
ERCKERBOARD JAMBOREE	1.8	§	§	1.7	§§	§§	ELECTRIC THEATRE	7.3	6.7	9.0	7.4	9.4	5.7
ERUP 15	9.5	9.8	10.9	11.4	7.4	4.6	ERIC SEVAREID AND THE NEWS	4.1	3.8	4.8	4.2	2.6	§§
ERUB TIME	2.5	2.3	3.0	§	§	§	ERWIN D. CANHAM - NEWS	2.2	2.0	2.3	1.7	§	3.3
ERUNTED PROGRAM	6.5	5.1	8.5	6.6	8.4	6.9	ETHEL AND ALBERT (Co-op)	2.7	3.2	§	§§	§	§
ERUNITY FAIR	6.4	6.2	7.8	5.5	§	5.5	FAMILY HOUR OF STARS	6.3	6.2	8.0	4.5	8.4	6.2
ERIME PHOTOGRAPHER	15.2	14.5	18.0	14.4	22.3	11.1	F.B.I. IN PEACE AND WAR	13.0	13.5	15.1	12.3	§	8.8
							FESTIVAL OF SONG	3.4	3.5	3.5	3.2	5.5	3.0



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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
FIBBER MCGEE & MOLLY	23.0	19.1	28.0	23.5	28.7	25.8	GANGBUSTERS (Program sponsored by P & G and Co-op Oct. thru Dec. sponsored by General Mills Jan. thru Feb.) (*Includes second broadcast WCFL in Chicago Oct. thru Dec.)	11.1 *11.8	11.3	10.8 *13.6	9.3	17.8	10.0
FIRST NIGHTER	11.2	9.5	13.5	9.4	17.3	12.3	GENE AUTRY SHOW	6.8	6.7	8.9	6.9	6.9	3.0
FISHING AND HUNTING CLUB THE AIR	1.5	1.3	1.9	1.2	§§	1.3	G. E. HOUSE PARTY	4.8	4.3	6.2	3.4	8.9	4.0
FORD THEATRE (Program broadcast Oct. 15 thru Feb.)	9.2	8.6	10.8	8.0	10.8	9.4	GEORGE BURNS AND GRACIE ALLEN	13.9	12.2	13.9	16.8	16.2	14.0
FRED ALLEN	13.7	12.2	14.8	12.6	17.5	16.9	GIVE AND TAKE	5.7	5.2	6.3	4.5	§	6.0
FRED WARING SHOW (Program broadcast T-T AM Oct. thru Jan. Thurs. AM only in Feb.)	3.6	3.0	4.2	3.7	§	3.5	GRAND CENTRAL STATION	7.1	6.6	8.5	6.5	§	6.0
FRED WARING SHOW (Thurs. PM)	7.0	5.3	8.3	7.7	10.7	8.8	GRAND OLE OPRY	9.7	6.8	10.2	11.6	17.8	13.0
FRED WARING SHOW (Fri. AM)	3.9	3.5	4.9	3.6	§	3.5	GRAND SLAM	6.6	7.6	8.5	4.8	§	2.3
FRONT PAGE FARRELL	5.4	5.2	4.7	7.2	6.0	5.1	GREATEST STORY EVER TOLD	5.4	6.2	4.6	5.6	5.2	4.0
GABRIEL HEATTER (Mon.)	6.0	5.6	6.5	6.6	§	5.5	GREAT GILDERSLEEVE	13.3	10.8	14.1	16.5	16.1	14.8
GABRIEL HEATTER (T-T)	4.9	4.4	5.9	6.3	5.2	3.9	GREAT SCENES FROM GREAT PLAYS	2.0	1.9	2.6	1.2	3.2	2.0
GABRIEL HEATTER (Wed.)	5.7	4.6	6.9	6.0	§	6.6	GROUCHO MARX SHOW	10.6	10.6	10.0	6.8	13.7	16.7
GABRIEL HEATTER (Fri.)	4.5	3.5	5.5	4.9	§	5.0	GUIDING LIGHT	6.3	5.3	9.0	5.3	7.0	3.4
GALEN DRAKE (Program cancelled Oct. 1 only)	2.3	2.1	2.0	2.7	3.1	2.5	HALLMARK PLAYHOUSE	11.2	9.9	13.9	10.5	16.5	10.2
							HARVEST OF STARS	5.8	5.3	6.4	4.6	9.7	6.6
							HENRY J. TAYLOR (Mon.)	2.4	2.1	2.1	2.7	§	3.0

§ Insufficient for reporting

§§ not broadcast in designated area.

"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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
ARB SHRINER TIME	4.3	3.9	5.5	3.7	3.8	§	JIMMIE FIDLER (MBS)	3.8	3.4	4.1	§	§	3.8
ALLTOP HOUSE	2.7	2.8	3.6	1.9	1.9	§§	JIMMIE DURANTE (Program broadcast Oct 15 thru Feb.)	10.1	9.3	11.0	10.7	§	9.3
ANT HUNT	3.5	3.6	4.3	2.5	5.5	2.1	JOHN B. KENNEDY (Program cancelled Dec. 19 only)	2.5	2.1	3.1	§§	§	3.0
AT THE JACKPOT	10.1	8.8	12.4	8.6	14.5	12.0	JOHNS-MANVILLE NEWS	2.3	2.2	2.5	1.8	3.5	2.8
HOUSE OF MYSTERY	7.1	6.8	8.6	6.9	10.3	5.2	JO STAFFORD SHOW (Program broadcast Nov. 18 thru Feb.)	2.5	2.2	2.3	2.4	§	3.4
DR. V. KALTENBORN (MWF)	7.2	7.0	6.3	8.6	§§	§§	JUDY CANOVA	13.0	9.0	15.8	17.3	18.4	14.7
CHARLIE HARKNESS (TT)							JUNIOR MISS	5.7	5.4	5.8	6.6	§	4.4
CHURCH SANCTUM (Program cancelled Oct. 4 only)	13.3	13.6	13.7	13.7	12.1	11.7	JUST PLAIN BILL	5.8	5.1	5.9	8.5	5.9	5.2
COSMOPOLITAN	2.4	2.2	3.4	2.0	1.3	2.0	JUVENILE JURY	5.0	4.2	6.4	4.1	10.1	4.5
COSMOPOLITAN	4.4	3.5	5.8	4.4	4.9	5.0	KATE SMITH SINGS	2.3	2.3	2.4	§§	2.7	2.3
COSMOPOLITAN	23.0	23.6	26.5	20.0	22.6	19.0	KAY KYSER COLLEGE OF FUN AND KNOWLEDGE	3.1	2.7	3.2	2.5	3.9	5.6
COSMOPOLITAN (*Included second broadcast (CBS) on Pacific Coast)	*24.9					*34.4	LADIES BE SEATED (Quaker Oats Co.)	4.3	3.5	5.2	5.0	5.2	4.0
COSMOPOLITAN	3.4	3.1	2.7	4.5	5.1	2.9	LADIES BE SEATED (Toni Co.) (Program broadcast Mon. thru Fri. Oct. thru Dec. M-W-F in Jan.-Feb.)	4.1	3.5	5.0	4.4	6.1	3.5
COSMOPOLITAN	8.1	7.2	11.1	8.3	§	4.7							
COSMOPOLITAN	9.5	9.3	11.8	10.3	8.5	6.6							
COSMOPOLITAN	5.6	5.1	3.7	6.3	§	8.1							



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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
LASSIE (Program cancelled Nov. 6 only)	2.6	3.1	1.6	2.5	§	§	METROPOLITAN OPERA AUDITIONS OF THE AIR (Program broadcast Dec. 5 thru Feb.)	3.2	3.2	3.2	2.7	§	3.0
LET'S PRETEND	5.1	4.7	6.6	4.2	§	3.5	MILTON BERLE (Program cancelled Oct. 20 only)	9.4	10.3	9.0	5.6	9.7	13.0
LIFE CAN BE BEAUTIFUL	5.0	3.8	4.9	7.7	9.2	4.2	MONDAY MORNING HEADLINES	8.5	9.4	6.7	9.3	§	8.0
LIFE OF RILEY	13.0	10.8	15.4	11.0	19.8	17.3	MR. AND MRS. NORTH	11.4	10.8	13.9	11.9	13.6	7.0
LIGHT OF THE WORLD	4.0	3.0	3.5	5.3	12.3	4.5	MR. CHAMELEON	10.2	9.8	11.5	9.6	10.6	§§
LONE RANGER	10.5	11.1	11.3	10.8	7.2	7.9	MR. DISTRICT ATTORNEY (Program cancelled Oct. 6 only)	17.2	15.3	20.8	20.6	22.0	10.0
LORA LAWTON	3.1	2.8	2.7	4.6	3.4	2.5	MR. KEEN, TRACER OF LOST PERSONS	14.4	15.4	16.6	13.9	11.8	9.0
LORENZO JONES	6.4	5.6	5.7	9.3	6.6	5.7	MUSIC HALL	13.1	13.0	13.6	13.5	15.5	11.0
LOUELLA PARSONS (Formerly listed as "New Louella Parsons Show") (* Includes second broadcast (DLBS) on Pacific Coast-Jan.-Fe.b)	13.2 *13.4	13.4	11.6	14.9	§	13.7 *15.6	MY FRIEND IRMA	19.0	17.4	23.0	18.2	24.6	16.6
LOWELL THOMAS	7.9	8.2	7.3	8.0	10.6	6.9	MYSTERY THEATRE	14.0	14.0	16.6	15.5	12.9	8.3
LUM 'N' ABNER	5.6	3.6	7.4	7.0	5.7	7.1	MY TRUE STORY	6.1	6.3	6.1	6.3	5.2	5.0
LUTHERAN HOUR	1.3	1.0	1.8	1.7	0.9	1.4	NATIONAL FARM AND HOME HOUR	2.1	1.7	1.9	3.7	§	1.0
MANHATTAN MERRY-GO-ROUND	9.2	7.9	10.7	7.9	15.7	10.3	NEWS OF THE WORLD	6.9	5.3	7.6	8.7	6.6	8.5
MA PERKINS (CBS)	8.1	7.7	10.0	7.2	11.1	6.1	NEW YORK PHILHARMONIC SYMPHONY (Program broadcast Oct. 17 thru Feb.)	3.6	3.4	4.2	2.8	5.5	3.4
MA PERKINS (NBC)	5.4	4.1	4.8	8.6	9.2	5.2	NICK CARTER MASTER DETECTIVE	8.2	8.1	9.4	7.4	10.2	6.6
MARY LEE TAYLOR	3.3	2.9	3.9	4.5	§	2.2	ONE MAN'S FAMILY	6.5	5.2	6.5	7.6	10.8	8.1
MEET THE MEEKS	2.9	2.3	3.6	4.6	§	1.2							
MEREDITH WILLSON	4.9	5.0	4.6	4.1	9.0	4.8							
METROPOLITAN OPERA (Program broadcast Dec. 4 thru Feb.)	2.9	3.1	2.6	2.6	3.6	3.1							



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"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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
OUR GAL, SUNDAY	7.0	7.9	8.8	4.4	7.4	3.8	RED SKELTON SHOW	13.6	11.5	15.6	14.3	17.1	15.3		
OUR MISS BROOKS	8.6	7.3	10.6	9.4	11.0	7.7	RIGHT TO HAPPINESS	6.6	4.8	6.6	10.5	7.5	6.7		
ORIGINAL AMATEUR HOUR	8.8	8.8	8.2	6.5	11.8	12.6	ROAD OF LIFE	4.1	3.5	3.7	4.8	5.9	5.3		
PEZZIE & HARRIET	9.7	8.4	10.3	8.0	16.3	13.9	ROBERT MERRILL WITH THE BOSTON POPS ORCHESTRA AND ARTHUR FEIDLER (Formerly listed as "RCA Victor Show")	4.9	5.2	5.0	4.5	4.5	4.3		
PEOPLE ARE FUNNY	16.0	10.8	20.5	16.6	25.6	23.6	ROMANCE OF HELEN TRENT	6.6	7.6	7.8	4.5	6.6	3.2		
PEPPER YOUNG'S FAMILY	6.4	4.7	5.9	10.7	8.0	6.7	ROSEMARY	6.7	7.3	7.9	5.9	7.8	3.0		
PERRY MASON	5.4	5.6	6.6	4.5	4.0	3.9	ROY ROGERS SHOW	7.5	7.5	8.6	6.7	9.1	6.3		
PIET MILK SHOW	6.0	4.5	6.5	6.8	11.1	7.9	SCREEN GUILD	10.8	9.3	12.8	10.0	16.4	12.3		
PHIL HARRIS-ALICE FAYE	16.9	16.8	17.8	15.0	17.5	18.5	SEALTEST VARIETY SHOW	10.5	9.7	11.6	11.6	§§	10.8		
PHILIP MORRIS NIGHT WITH GRACE HEIDT (* Includes second broadcast (NBC) on Pacific Coast-Jan.-Feb.)	11.6 *12.5	9.2	15.0	9.6	17.2	15.3 *22.3	SECOND MRS. BURTON	5.2	5.4	5.4	§§	5.9	4.0		
PHILIP MORRIS PLAYHOUSE (Program broadcast Nov. 5 thru Feb.)	9.2	7.7	11.8	8.2	§	9.4	SHADOW, THE (Del.-Laak. & Western Coal Co.)	12.9	12.9	§§	§§	§§	§§		
PORZIA FACES LIFE	7.0	5.9	7.4	10.2	7.0	6.1	SHERIFF, THE (Program cancelled Oct. 15 only)	7.7	7.9	7.3	9.0	§	5.2		
QUEEN FOR A DAY (Miles Laboratories)	3.7	2.9	4.6	3.6	3.4	5.1	SKY KING	4.6	3.9	5.5	4.4	5.7	5.5		
QUEEN FOR A DAY (Philip Morris)	3.6	2.6	5.3	§§	3.6	4.2	SMILIN' ED McCONNELL	3.7	2.3	4.6	5.1	§	3.3		
QUICK AS A FLASH	7.2	7.6	7.7	5.9	11.4	5.7	SPIKE JONES SHOW (Formerly listed as "Spot-light Revue")	8.6	7.5	10.3	7.8	11.2	9.8		
RUIZ KIDS	5.8	4.4	6.1	6.8	7.4	8.2	STARS OVER HOLLYWOOD	5.7	4.4	7.5	5.2	§	§		
RADIO THEATRE	24.2	24.7	27.9	20.7	30.9	19.0									
RAILROAD HOUR	5.8	5.8	6.4	5.6	6.2	4.9									



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 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
STAR TIME WITH DOROTHY KILGALLEN	2.5	2.3	2.9	2.5	§	2.4	THIS IS NORA DRAKE	4.5	4.7	5.8	3.0	3.7	4.6
STELLA DALLAS	7.2	5.8	6.5	11.6	7.9	6.8	THIS IS YOUR F.B.I.	13.7	13.0	14.4	14.9	15.1	12.7
STOP THE MUSIC (Eversharp, Inc.)	16.2	18.5	15.2	17.0	§	9.3	THIS IS YOUR LIFE (Program broadcast Nov.2 thru Feb.)	10.3	8.4	10.3	10.9	§	14.7
STOP THE MUSIC (Smith Brothers)	13.4	15.1	13.7	13.4	§	8.8	THREE STAR EXTRA	4.7	4.7	§§	§	§§	§§
STOP THE MUSIC (P. Lorillard Co.)	19.4	21.3	16.6	19.9	§	17.5	TODAY'S CHILDREN	4.4	3.3	5.2	5.8	9.9	3.4
STOP THE MUSIC (Speidel Co.)	18.8	20.2	16.9	20.1	§	16.8	TOM MIX	2.7	2.3	3.3	2.8	2.7	2.6
STRIKE IT RICH	6.1	6.1	6.2	5.9	7.3	5.9	TRUE DETECTIVE MYSTERIES	9.6	8.8	11.3	7.8	14.8	10.2
SUPPER CLUB	8.6	7.4	10.5	7.6	13.2	10.4	TRUE OR FALSE	4.9	3.8	5.6	3.9	§	7.3
SUSPENSE	15.5	16.4	18.0	13.8	16.1	9.6	TRUTH OR CONSEQUENCES	13.6	10.6	16.6	15.4	16.7	14.9
TAKE A NUMBER	3.4	2.9	4.1	2.8	§	3.9	TWENTY QUESTIONS	7.4	6.6	9.0	6.9	11.1	6.3
TAKE IT OR LEAVE IT	12.7	10.0	16.1	12.0	16.4	15.2	VAUGHN MONROE	9.1	8.6	11.5	8.2	8.3	8.1
TED MALONE	2.7	2.4	2.2	3.5	3.3	3.5	VICTOR H. LINDLAHR	1.1	1.1	1.0	§	1.1	1.0
TELEPHONE HOUR	7.2	6.6	7.0	8.0	8.2	7.8	VOICE OF FIRESTONE	6.9	6.5	7.7	8.1	8.0	5.3
THEATRE GUILD OF THE AIR	11.3	11.3	11.2	10.3	12.5	13.2	WALTER WINCHELL (* Includes second broad- casts (ABC) and (DLBS) on Pacific Coast)	24.1 *25.2	25.6	20.7	28.7	§	18.4 *27.8
THEATRE OF TODAY	7.0	6.5	8.2	6.7	§	5.2	WELCOME TRAVELERS	4.6	3.9	4.6	4.6	5.6	6.5
THEATRE U.S.A. (Program broadcast Nov.18 thru Feb.)	3.5	3.7	2.3	2.1	§	6.7	WE LOVE AND LEARN	3.1	2.6	3.5	3.8	3.0	§§
THIS CHANGING WORLD (Program cancelled Dec.19 and Jan. 2 only)	2.2	1.9	2.7	2.7	§	2.1	WENDY WARREN AND THE NEWS	5.8	6.8	7.4	2.6	7.2	3.5
							WE, THE PEOPLE	9.1	9.2	10.2	8.7	§	§§
							WHAT MAKES YOU TICK	3.0	2.9	3.5	2.4	2.9	3.6
							WHEN A GIRL MARRIES	7.6	7.2	6.8	10.5	9.4	5.8



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"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THRU FEBRUARY, 1949

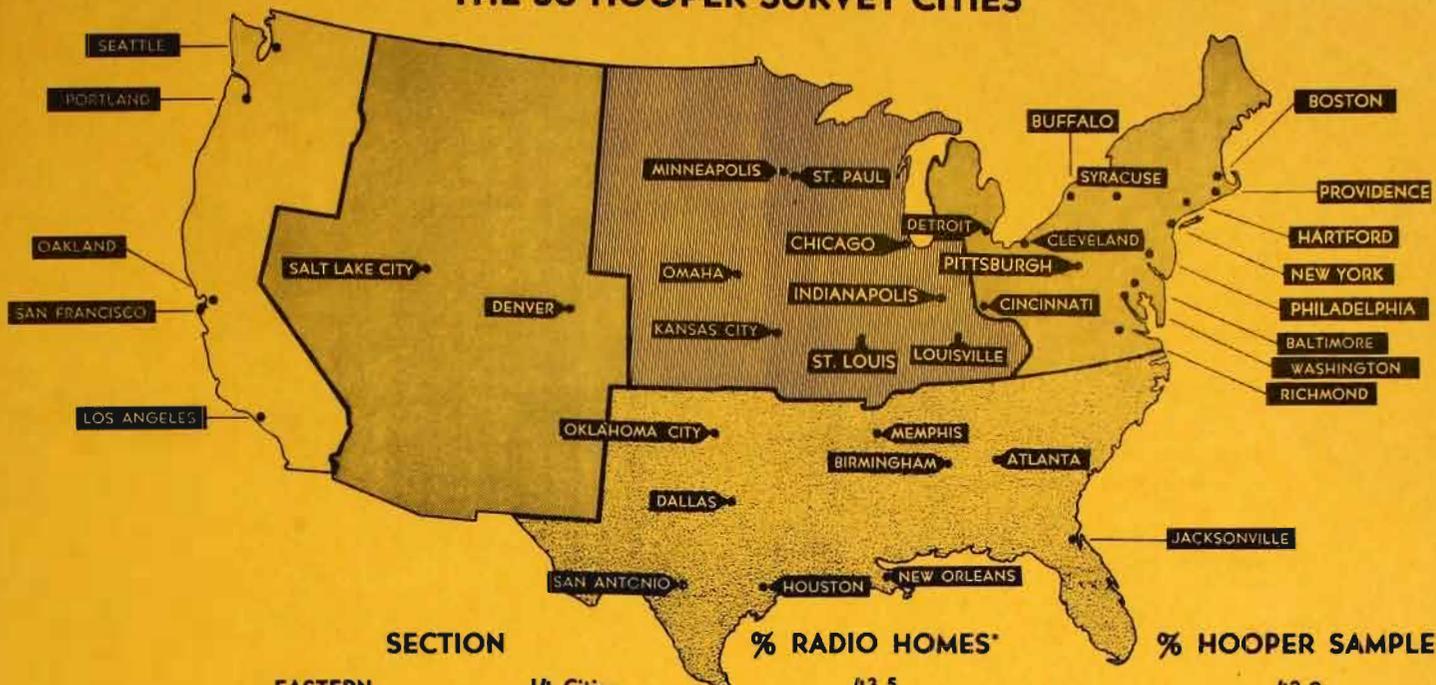
ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
PROGRAM NAME	Over-All Average	By Individual Areas					PROGRAM NAME	Over-All Average	By Individual Areas				
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific
BUNG DR. MALONE	6.4	6.8	8.9	5.1	8.8	4.2							
BUNG WIDDER BROWN	7.0	6.2	6.4	10.1	6.9	6.5							
OUR HIT PARADE	13.2	10.6	17.1	14.5	15.3	12.3							
OUR LUCKY STRIKE (Program broadcasts Dec. 6 thru Feb.)	2.8	2.5	3.2	2.3	3.9	3.4							
OURS FOR A SONG (Program broadcast Nov. 19 thru Feb.)	1.6	1.6	1.6	§§	§§	1.6							



PROGRAM



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
1934

