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SECTIONAL RATINGS

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C. E. HOOPER, INC.

BROADCAST AUDIENCE MEASUREMENTS

NEW YORK

Chicago

Norwalk

Hollywood

HE 8697
A B A I C 6
1949
SUMMER

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GOVERNING USE OF
COMPREHENSIVE HOOPERATINGS**

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- (1) To confirm the accuracy of facts or figures taken from this Report.
- (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.

November 21, 1949

The composition of the Radio Audience
(Number of Listeners per Listening Set)

All Evening Averages were incorrectly reported in the Winter-Spring, 1948-1949 Comprehensive Hooperatings Page 1.

Please change your records for the Eastern Area and for the "Over-All" average for all hours 6:00 to 11:00 P.M. as follows:

		AVERAGES (All Evenings)		
			Over-All Averages	East
6:00 - 7:00 P.M.	Women		1.04	1.10
	Men		0.68	0.83
	Children		0.49	0.46
	Total		2.21	2.39
7:00 - 8:00 P.M.	Women		1.08	1.11
	Men		0.78	0.83
	Children		0.52	0.49
	Total		2.38	2.43
8:00 - 9:00 P.M.	Women		1.10	1.14
	Men		0.80	0.83
	Children		0.47	0.39
	Total		2.37	2.36
9:00 -10:00 P.M.	Women		1.13	1.16
	Men		0.81	0.84
	Children		0.37	0.28
	Total		2.31	2.28
10:00-11:00 P.M.	Women		1.10	1.13
	Men		0.81	0.85
	Children		0.29	0.18
	Total		2.20	2.16



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GENERAL INTRODUCTION

The Report

COMPREHENSIVE HOOPERATINGS is published three times annually:

April	20th
June	20th
November	20th

Method and Scope

The random telephone coincidental method of interviewing is used exclusively in making the measurements reported here. This method has been used continuously by C. E. Hooper, Inc. since 1934. Every figure appearing in this Report is a percentage, using 100% of the total sample called during the period reported on (example - "Homes Using Sets" 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.
5. "Is someone else in your home using another set?"

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

Results obtained from the first and fifth questions above are used for computation of "Homes Using Sets" percentages. The data on stations and programs "being listened to" are used to compute the "Hooperatings".

Measurements are based on telephone homes in 36 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., Eastern Network Time, Monday through Saturday. (See Page C).



SAMPLE

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

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

INTERVIEWING SCHEDULE

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

MONDAY THROUGH SATURDAY

Eastern Time Zone (Daylight & Standard Cities)	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 (Daylight & Standard Cities)	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 (Standard Time)	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 (Daylight & Standard Cities)	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 (Daylight & Standard Cities)	12:00 NOON - 11:00 P.M.
Central Time Zone (Daylight & Standard Cities)	11:00 A.M. - 10:00 P.M.
Mountain Time Zone (Standard Time)	10:00 A.M. - 10:00 P.M.
Pacific Time Zone (Daylight & Standard Cities)	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

Homes Using Sets 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" HOMES USING SETS 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" HOMES USING SETS 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" HOMES USING SETS is desired for the time period 6:00 P.M. - 6:30 P.M. Eastern Network Time, Sunday, in the Eastern, North Central, Southern and Mountain area, combined with the 11:00 P.M.-11:30 P.M., Eastern Network Time (8:00 P.M.-8:30 P.M., Pacific Time) Sunday period in the Pacific area:

SUNDAY	AREA	REPORTED "SECTIONAL" HOMES USING SETS		% OF HOOPER SAMPLE
6:00 - 6:30 P.M., Eastern Net. Time	Eastern	23.4	X 42.9	10.0
6:00 - 6:30 P.M., Eastern Net. Time	North Central	22.7	X 22.4	5.1
6:00 - 6:30 P.M., Eastern Net. Time	Southern	24.9	X 18.4	4.6
6:00 - 6:30 P.M., Eastern Net. Time	Mountain	19.8	X 4.1	0.8
11:00 - 11:30 P.M., Eastern Net. Time	Pacific	32.7	X 12.2	4.0

Approximate "36 City Average" HOMES USING SETS . . . 24.5
 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, Eastern Network Time. The HOMES USING SETS, 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., Eastern Network Time - Based on Eastern Area interviewing only.

9:00 A.M. - 10:00 A.M., Eastern Network Time - Based on Eastern, North Central and Southern Area interviewing only.

10:00 A.M. - 11:00 A.M., Eastern Network 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 6:00 P.M., Eastern Network Time, because of sample limitations.



ADVERTISING AGENCIES

PLACING PROGRAMS DURING THE PERIOD COMPREHENDED BY THIS REPORT

(May thru September, 1949)

Source: Network Radio Logs)

AUBREY, MOORE & WALLACE, INC.
True Detective Mysteries

AYER, N.W. & SON, INC.
Dorothy Dix At Home
Electric Theatre (Last b'dcast May 15)
Meet Corliss Archer (Aug. & Sept.)
Sealtest Variety Show (Last b'dcast July 7)
Telephone Hour

BAKER, LYNN, INC.
Joe DiMaggio Show (Sept.)

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
Bob Hope (Sept.)
Cavalcade of America
Fred Waring (General Electric)
Guy Lombardo (Last b'dcast Sept. 4)
Hit the Jackpot
Hormel Girls Corps
Inner Sanctum
Jack Benny
Let's Pretend
Light Up Time (Sept.)
NBC Symphony (Last b'dcast Sept. 4)
Phil Harris - Alice Faye
Theatre Guild on the Air
Theatre of Today
What's My Name? (Last b'dcast July 16)
Your Hit Parade
Your Hit Parade On Parade (Last b'dcast Sept. 4)

BENNETT, VICTOR A., CO., INC.
Choralliers
Symphonette

BENTON & BOWLES, INC.
Family Hour of Stars
Father Knows Best (Sept.)
George Burns & Gracie Allen (Last b'dcast June 16)
House of Mystery
Jack Berch
Juvenile Jury (Last b'dcast June 19)
Life Can Be Beautiful (Aug. & Sept.)
Life of Riley (Last b'dcast May 20)
Perry Mason
Portia Faces Life (Post's)
Railroad Hour
Red Skelton (Last b'dcast May 20)
Rosemary
Welcome Travelers (Tide) (May - June)
Wendy Warren and the News
When A Girl Marries (Diamond Crystal Salt)

BERMINGHAM, CASTLEMAN & PIERCE, INC.
Yours For A Song (Last b'dcast May 6)

BIOW COMPANY, INC., THE
Big Sister (Spic & Span) (Aug. & Sept.)
Counterspy
Crime Photographer (Aug. - Sept.)
F.B.I. In Peace & War
Hogan's Laughter (Last b'dcast Sept. 7)
Horace Heidt Show
Life Can Be Beautiful (May - July)
Philip Morris Playhouse (Last b'dcast July 15)
Stop The Music (Eversharp Inc.) (May thru Sept. 1)
Take It or Leave It
This Is Your Life
Welcome Travelers (Spic & Span) (Aug. - Sept.)

BLACKETT, HILL & CO.
Captain Midnight
(Last b'dcast June 1-7)

BROWN RADIO PRODUCTIONS, INC.
Checkerboard Jamboree

BURNETT, LEO, COMPANY, INC.
Club Time
Fred Waring (Amer. Meat)
(Last b'dcast July 7)
Fred Waring (Minn. Valley)
Galen Drake
Grand Central Station
Houseparty (Sept.)
H. V. Kaltenborn
Kay Kyser College of Fun &
Knowledge
(Last b'dcast July 1-7)
Smilin' Ed McConnell

CAMPBELL - MITHUN, INC.
Arthur Godfrey (Gold Seal Co.)

CECIL & PRESHREY, INC.
Against the Storm
George Burns & Gracie Allen
(Sept.)
Queen For A Day (Philip Morris)
Stop The Music (Speidel Co.)
Twenty Questions (May - June)

COHEN, HARRY B., ADV., INC.
The Shadow (Grove Labs) (Sept.)

COMPTON ADVERTISING, INC.
Big Sister (Ivory Soap)
(Aug. - Sept.)



ADVERTISING AGENCIES (Cont'd)

COMPTON ADVERTISING, INC. (cont'd)

Big Sister (May - July)
 Brighter Day (Aug. - Sept.)
 Guiding Light
 Lowell Thomas (Last b'dcast July 1)
 Lowell Thomas
 Right To Happiness
 Road of Life
 Truth or Consequences
 Welcome Travelers (Crisco) (May - June)
 What Makes You Tick? (Last b'dcast July 1-7)
 Young Dr. Malone

COMSTOCK DUFFES & COMPANY

Confidential Closeups (Sept.)

DANCER-FITZGERALD-SAMPLE, INC.

Alan Young (Last b'dcast July 5)
 American Album of Familiar Music
 (Last b'dcast July 17)
 Arthur Godfrey (Lee Pharm.)
 (Last b'dcast Aug. 1-7)
 Backstage Wife
 Betty Crocker Magazine of the Air
 Beulah
 Bride & Groom
 Brighter Day (May - July)
 Light of the World
 Lone Ranger
 Lorenzo Jones
 Ma Perkins (CBS)
 Ma Perkins (NBC) (Last b'dcast July 1-7)
 Ma & Janie (July - Sept.)
 Mr. Chameleon
 Mr. Kean (May - June)
 Mystery Theatre
 My True Story (Sterling) (June - Sept.)
 Stella Dallas
 The Oxydol Show
 Welcome Travelers (Draft) (Aug. - Sept.)
 Young Widder Brown

D'ARCY ADVERTISING CO., INC.

Spike Jones (Last b'dcast June 18)

DOHERTY, CLIFFORD & SHENFIELD, INC.

Break the Bank
 Mr. District Attorney

DURSTINE, ROY S., INC.

Gabriel Heatter (Semler) (Last b'dcast June 21)
 Victor H. Lindlahr

ELLINGTON & COMPANY, INC.

Band of America

ERWIN, WASEY & CO., INC.

Contented Program
 Gabriel Heatter (Semler)

ESTY, WILLIAM, COMPANY, INC.

Blondie (Last b'dcast June 15)
 Bob Hawk
 Grand ole Opry
 Jimmy Durante (Last b'dcast July 1)
 Soreen Guild (Last b'dcast June 16)
 Vaughn Monroe (Last b'dcast August 20)

FOOTE, CONE & BELDING

Crime Photographer (May - July)
 Give & Take
 Hallmark Playhouse
 Hint Hunt (Last b'dcast May 1-7)
 Lum & Abner (Last b'dcast June 19)
 My Friend Irma
 Portia Faces Life (Instant Postum)
 Stars Over Hollywood
 This Is Nora Drake

GARDNER ADVERTISING CO.

Mary Lee Taylor
 Pet Milk Show
 Red Barber's Clubhouse (July - Sept.)
 Theatre U.S.A. (Last b'dcast June 16)
 Tom Mix (Last b'dcast June 1-7)

GEYER, NEWELL & GANGER, INC.

Edwin C. Hill (Last b'dcast June 15-21)

GITTENS, BERT S., ADVERTISING AGENCY

National Farm and Home Hour

GOTHAM ADVERTISING CO., INC.

Lutheran Hour

GRANT ADVERTISING INC.

Curtain Time
 Dr. I. Q.
 Nick Carter

GREY ADVERTISING AGENCY, INC.

Hollywood Calling (Sept.)
 Robert Montgomery Speaking (Sept.)
 Twenty Questions (July - Sept.)

GUMBINNER, LAWRENCE C., ADV. AGENCY, INC.

The Pat Man
 Leave It To Joan (Sept.)

HENRI, HURST & McDONALD, INC.

Lassie (Sept.)

HEWITT, OGILVY, BENSON & MATHER, INC.

Three Star Extra

HUMPHREY, H. B., COMPANY

Mr. Fix It (June - Sept.)
 Erwin D. Canham - News

HUTCHINS ADVERTISING AGENCY, INC.

Bing Crosby (Last b'dcast June 1)
 Breakfast Club (Philco)

IVEY, NEAL D., COMPANY

Inside of Sports (Last b'dcast Sept. 2)



ADVERTISING AGENCIES (Cont'd)

JONES, DUANE, CO., INC.

David Harum
Lora Lawton
We Love & Learn

KATZ, THE JOSEPH, COMPANY

Carnegie Hall

KENYON & ECKHARDT, INC.

County Fair
Ford Theatre (Last b'doast July 1)

KLAU-VAN PIETERSON-DUNLAP ASSOCIATES, INC.

Lawrence Welk (June - Sept.)

KUDNER AGENCY, INC.

Greatest Story Ever Told
Henry J. Taylor
Martin Kane, Private Eye (Aug. - Sept.)
Milton Berle (Last b'doast June 15)
Take A Number (Last b'doast July 16)

LAMBERT & FEASLEY, INC.

National Barn Dance

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

Talk Your Way Out of It (Last b'doast June 1-7)

LENNEN & MITCHELL, INC.

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

MAC MANUS, JOHN & ADAMS, INC.

Garden Gate (Last b'doast May 7)

MAXON, INCORPORATED

Boxing Bouts

McCANN-ERICKSON, INC.

Arthur Godfrey (National Biscuit)
Breakfast Club (Swift - 9:30 A.M. - Thursday)
Dr. Christian
Harvest of Stars (Last b'doast June 19)
Little Herman (Last b'doast July 5)
The Sheriff
Straight Arrow (Monday)
Straight Arrow (Last b'doast June 1-7) (TT)
Ted Malone (Last b'doast June 1-7)

MURRAY, JOHN P., ADVERTISING AGENCY, INC.

Front Page Farrell
Just Plain Bill
Mr. Keen (July - Sept.)
Our Gal, Sunday
Romance of Helen Trent

NEEDHAM, LOUIS & BROREY, INC.

Fibber McGee & Molly
Great Gildersleeve
King's Men (Last b'doast Sept. 6)
Sky King

NEWELL-ELMETT CO.

Arthur Godfrey (Liggett & Myers)
Bing Crosby (Sept.)
Supper Club
Suspense
Tales of Fatima

O'NEIL, LARSON & McMAHON

Gabriel Heatter (Rhodes) (Sept.)

ORR, ROBERT W. & ASSOCIATES, INC.

Louella Parsons

PEDLAR & RYAN, INC.

Pepper Young's Family

REEVES, KNOX, ADVERTISING, INC.

Jack Armstrong
Today's Children

ROCHE, WILLIAMS & CLEARY, INC.

Jo Stafford (Last b'doast May 5)
Name the Movie

RUTHRAUFF & RYAN, INC.

Amos 'n' Andy (Last b'doast May 15)
Aunt Jenny
Call the Police (June - Sept.)
Gene Autry
Mayor of the Town (Last b'doast July 3)
The Shadow (D. L. & W.) (Last b'doast June)

ST. GEORGE & KEYES, INC.

Your Home Beautiful (Last b'doast May 7)

SEEDS, RUSSELL M., CO., INC.

A Life In Your Hands
People Are Funny
Red Skelton (Last b'doast May 20)

SHERMAN & MARQUETTE

Bill Stern
Challenge of the Yukon (Last b'doast June)
Judy Canova (Last b'doast June 18)
Man on the Farm
Mr. & Mrs. North
Roy Rogers Show

SPECTOR, RAYMOND, COMPANY, INC.

American Forum of the Air
(Last b'doast May 16)
Chance of a Lifetime (Sept.)



ADVERTISING AGENCIES (Cont'd)

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

Anacin Hollywood Star Theatre
 Big Story
 Big Town
 Gabriel Heatter (Noxzema)
 Jimmie Fidler (ABC)
 Jimmie Fidler (MBS) (Last b'doast June 19)
 Stop the Music (Smith Bros.) (Sept.)

SWEENEY & JAMES CO.

Voice of Firestone

TATHAM-LAIRD, INC.

Breakfast Club (Gen. Mills)

THOMPSON, J. WALTER, COMPANY

Adventures of Archie Andrews
 (Last b'doast Aug. 17)
 Breakfast Club (Swift - 9:30 - MTWF)
 Breakfast Club (Swift - 9:15)
 Fred Allen (Last b'doast June 19)
 Johns-Manville News
 Junior Miss
 Music Hall
 My True Story (Libby)
 Radio Theatre
 Robert Merrill with the Best. Pops Orch. &
 Arth. Feidler (Last b'doast May 15)
 Winner Take All (Last b'doast Aug. 1-7)

WADE ADVERTISING AGENCY

Curt Massey Time (June - Sept.)
 Herb Shriner Time (Last b'doast June 3)
 Hilltop House
 News of the World
 Queen for a Day (Miles)
 Quiz Kids

WALKER & DOWNING

Fishing & Hunting Club of America

WALLACE-FERRY-HANLEY CO.

First Nighter

WARWICK & LEGLER, INC.

Eddie Cantor (Last b'doast June 17)
 Screen Director's Playhouse (July - Sept.)
 This Is Your F. B. I.

WEINSTEIN & COMPANY

Arthur Gaeth

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

Adventures of Sherlock Holmes
 (Last b'doast June 6)
 Burl Ives, Your Kaiser Traveler
 (Last b'doast Sept. 4)
 Drew Pearson
 Monday Morning Headlines
 Quick As A Flash (Last b'doast May 15)
 Walter Winchell

WEISS AND GELLER, INC.

Groucho Marx Show (Last b'doast May 18)

WHELOCK, WARD, COMPANY

Club 15
 Double or Nothing
 Edward R. Murrow (May - August)

YOUNG & RUBICAM, INC.

Adventures of Sherlock Holmes (Sept.)
 Aldrich Family (Last b'doast June 16)
 Arthur Godfrey's Talent Scouts
 Bob Hope (Last b'doast June 7)
 Duffy's Tavern (Last b'doast June 15)
 Eric Sevareid and the News
 Gangbusters (Last b'doast June 18)
 G. E. House Party (Last b'doast July 1)
 The Goldbergs (Sept.)
 Henry Morgan (July - Sept.)
 Jack Carson (Last b'doast July 1)
 Meredith Willson (Sept.)

YOUNG & RUBICAM, INC. (cont'd)

My Favorite Husband
 Ozzie & Harriet (Last b'doast July 3)
 Second Mrs. Burton
 Star Time with Dorothy Kilgallen (Last
 We, The People b'doast July 7)
 When A Girl Marries (Calumet, Swansdown)

ZIMMER & KELLER, INC.

This Changing World



COMPOSITION OF THE RADIO AUDIENCE

NUMBER LISTENERS PER LISTENING SET

EASTERN NETWORK TIME		SUNDAY EVENING					MONDAY EVENING					TUESDAY EVENING					WEDNESDAY EVENING						EAS NET T
		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	1.04	1.05	1.02	1.08	0.99	1.02	1.03	0.96	1.09	1.02	1.06	1.10	0.95	1.16	0.94	1.05	1.10	0.95	1.06	1.07	Women	6:00 P.M.
	Men	0.83	0.93	0.83	0.76	0.70	0.73	0.93	0.67	0.67	0.37	0.65	0.81	0.59	0.60	0.26	0.59	0.77	0.45	0.56	0.28	Men	
	Children	0.43	0.40	0.43	0.49	0.41	0.36	0.28	0.44	0.55	0.22	0.39	0.33	0.49	0.44	0.34	0.39	0.36	0.47	0.50	0.19	Children	
	Total	2.30	2.38	2.28	2.33	2.10	2.11	2.24	2.07	2.31	1.61	2.10	2.24	2.03	2.20	1.54	2.03	2.23	1.87	2.12	1.54	Total	
7:00-8:00 P.M.	Women	1.11	1.17	1.13	1.10	0.98	1.00	1.07	0.93	1.00	0.92	1.10	1.12	1.09	1.15	0.99	1.04	1.08	1.00	1.05	0.92	Women	7:00 P.M.
	Men	0.84	0.87	0.91	0.79	0.72	0.71	0.78	0.69	0.70	0.55	0.71	0.80	0.73	0.75	0.27	0.71	0.78	0.72	0.75	0.29	Men	
	Children	0.40	0.39	0.37	0.46	0.37	0.44	0.35	0.47	0.55	0.48	0.42	0.33	0.50	0.55	0.32	0.49	0.49	0.50	0.52	0.38	Children	
	Total	2.35	2.43	2.41	2.35	2.07	2.15	2.20	2.09	2.25	1.95	2.23	2.25	2.32	2.45	1.58	2.24	2.35	2.22	2.32	1.59	Total	
8:00-9:00 P.M.	Women	1.15	1.20	1.22	1.10	1.02	1.09	1.10	1.06	1.11	1.03	1.04	1.05	1.00	1.13	0.94	1.04	1.08	0.95	1.09	0.94	Women	8:00 P.M.
	Men	0.84	0.87	0.91	0.79	0.74	0.77	0.79	0.75	0.77	0.73	0.73	0.79	0.69	0.75	0.55	0.74	0.80	0.71	0.73	0.56	Men	
	Children	0.36	0.34	0.35	0.42	0.37	0.42	0.36	0.47	0.52	0.39	0.38	0.28	0.49	0.52	0.41	0.45	0.42	0.43	0.57	0.42	Children	
	Total	2.35	2.41	2.48	2.31	2.13	2.28	2.25	2.28	2.40	2.15	2.15	2.12	2.12	2.40	1.90	2.23	2.30	2.09	2.39	1.92	Total	
9:00-10:00 P.M.	Women	1.11	1.13	1.13	1.07	1.09	1.11	1.11	1.10	1.15	1.05	1.06	1.07	1.00	1.10	1.06	1.03	1.05	1.00	1.07	1.01	Women	9:00 P.M.
	Men	0.82	0.83	0.87	0.77	0.80	0.78	0.80	0.79	0.75	0.75	0.79	0.85	0.75	0.80	0.69	0.78	0.82	0.76	0.76	0.70	Men	
	Children	0.38	0.32	0.53	0.36	0.33	0.34	0.24	0.39	0.42	0.45	0.34	0.24	0.38	0.42	0.44	0.36	0.28	0.44	0.40	0.40	Children	
	Total	2.31	2.28	2.53	2.20	2.22	2.23	2.15	2.28	2.32	2.25	2.19	2.16	2.13	2.32	2.19	2.17	2.15	2.20	2.23	2.11	Total	
10:00-11:00 P.M.	Women	1.07	1.12	1.05	1.05	1.05	1.07	1.11	1.03	1.10	1.00	1.03	1.04	1.03	1.03	1.01	1.00	0.99	0.98	1.00	1.06	Women	10:00 P.M.
	Men	0.85	0.87	0.89	0.83	0.78	0.79	0.85	0.77	0.79	0.70	0.78	0.85	0.77	0.82	0.63	0.78	0.89	0.76	0.76	0.60	Men	
	Children	0.27	0.16	0.31	0.29	0.34	0.25	0.17	0.28	0.29	0.37	0.26	0.14	0.26	0.33	0.45	0.25	0.17	0.27	0.31	0.37	Children	
	Total	2.19	2.15	2.25	2.17	2.17	2.11	2.13	2.08	2.18	2.07	2.07	2.03	2.06	2.18	2.09	2.03	2.05	2.01	2.07	2.03	Total	
		THURSDAY EVENING					FRIDAY EVENING					SATURDAY EVENING					AVERAGES (All Evenings)						
6:00-7:00 P.M.	Women	1.02	1.04	0.91	1.11	1.03	1.02	1.08	0.93	1.08	0.96	1.03	1.06	1.08	1.09	0.80	1.03	1.07	0.97	1.10	0.97	Women	6:00 P.M.
	Men	0.63	0.77	0.60	0.60	0.28	0.58	0.79	0.47	0.53	0.28	0.69	0.75	0.63	0.67	0.65	0.68	0.82	0.61	0.63	0.43	Men	
	Children	0.36	0.34	0.38	0.44	0.31	0.39	0.39	0.46	0.43	0.19	0.33	0.28	0.32	0.41	0.40	0.38	0.34	0.43	0.47	0.30	Children	
	Total	2.01	2.15	1.89	2.15	1.62	1.99	2.26	1.86	2.04	1.43	2.05	2.09	2.03	2.17	1.85	2.09	2.23	2.01	2.20	1.70	Total	
7:00-8:00 P.M.	Women	1.04	1.07	1.00	1.10	0.92	1.04	1.12	1.02	0.99	0.94	1.02	1.10	1.04	0.99	0.86	1.05	1.10	1.03	1.06	0.94	Women	7:00 P.M.
	Men	0.69	0.75	0.74	0.75	0.31	0.67	0.75	0.71	0.67	0.34	0.74	0.79	0.74	0.70	0.66	0.72	0.79	0.75	0.73	0.48	Men	
	Children	0.38	0.28	0.46	0.52	0.33	0.41	0.35	0.45	0.54	0.36	0.35	0.33	0.38	0.46	0.25	0.41	0.36	0.45	0.51	0.36	Children	
	Total	2.11	2.10	2.20	2.37	1.56	2.12	2.22	2.18	2.20	1.64	2.11	2.22	2.16	2.15	1.77	2.18	2.25	2.23	2.30	1.78	Total	
8:00-9:00 P.M.	Women	1.05	1.11	1.04	1.05	0.89	1.06	1.09	1.10	1.06	0.84	1.09	1.11	1.10	1.08	1.02	1.07	1.11	1.06	1.09	0.96	Women	8:00 P.M.
	Men	0.71	0.73	0.72	0.78	0.53	0.73	0.80	0.69	0.74	0.50	0.76	0.78	0.79	0.79	0.63	0.75	0.80	0.75	0.76	0.62	Men	
	Children	0.38	0.34	0.41	0.44	0.35	0.38	0.31	0.38	0.50	0.41	0.39	0.34	0.37	0.50	0.45	0.39	0.34	0.41	0.50	0.40	Children	
	Total	2.14	2.18	2.17	2.27	1.77	2.17	2.20	2.17	2.30	1.75	2.24	2.25	2.26	2.37	2.10	2.21	2.25	2.22	2.35	1.98	Total	
9:00-10:00 P.M.	Women	1.06	1.03	1.04	1.15	1.06	1.03	1.06	1.02	1.01	1.00	1.12	1.11	1.20	1.20	1.06	1.07	1.08	1.05	1.11	1.05	Women	9:00 P.M.
	Men	0.76	0.82	0.74	0.75	0.62	0.82	0.90	0.71	0.83	0.69	0.80	0.81	0.82	0.83	0.70	0.79	0.83	0.77	0.78	0.71	Men	
	Children	0.35	0.28	0.34	0.47	0.41	0.36	0.28	0.37	0.45	0.49	0.40	0.32	0.47	0.53	0.31	0.36	0.28	0.42	0.44	0.40	Children	
	Total	2.17	2.13	2.12	2.37	2.09	2.21	2.24	2.10	2.29	2.18	2.32	2.24	2.49	2.56	2.07	2.22	2.19	2.24	2.33	2.16	Total	
10:00-11:00 P.M.	Women	1.02	1.03	1.04	1.05	0.97	1.01	0.97	1.00	1.08	1.03	1.11	1.10	1.11	1.18	1.05	1.04	1.05	1.03	1.07	1.02	Women	10:00 P.M.
	Men	0.76	0.81	0.74	0.79	0.67	0.80	0.84	0.80	0.82	0.71	0.81	0.83	0.86	0.81	0.68	0.80	0.85	0.79	0.80	0.68	Men	
	Children	0.26	0.17	0.22	0.39	0.36	0.27	0.23	0.22	0.33	0.38	0.34	0.25	0.35	0.39	0.40	0.27	0.18	0.27	0.33	0.38	Children	
	Total	2.04	2.01	2.00	2.23	2.00	2.08	2.04	2.02	2.23	2.12	2.26	2.18	2.32	2.38	2.13	2.11	2.08	2.09	2.20	2.08	Total	

COMPOSITION OF THE RADIO AUDIENCE

NUMBER LISTENERS PER LISTENING SET

	MONDAY thru FRIDAY DAYTIME					SATURDAY DAYTIME					SUNDAY (Afternoon)					EASTERN NETWORK 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		
Women	1.08	1.08				0.94	0.94									Women	8:00-9:00 A.M.
Men	0.46	0.46				0.50	0.50									Men	
Children	0.32	0.32				0.35	0.35									Children	
Total	1.86	1.86				1.79	1.79									Total	
Women	1.03	1.02	0.99	1.10		1.09	1.12	0.96	1.12							Women	9:00-10:00 A.M.
Men	0.38	0.38	0.37	0.38		0.54	0.57	0.63	0.42							Men	
Children	0.41	0.39	0.37	0.48		0.49	0.59	0.35	0.42							Children	
Total	1.82	1.79	1.73	1.96		2.12	2.28	1.94	1.96							Total	
Women	1.07	1.07	1.03	1.15		0.99	1.05	0.97	0.88							Women	10:00-11:00 A.M.
Men	0.33	0.34	0.30	0.33		0.44	0.44	0.39	0.52							Men	
Children	0.37	0.34	0.38	0.41		0.47	0.32	0.62	0.49							Children	
Total	1.77	1.75	1.71	1.89		1.90	1.81	1.98	1.89							Total	
Women	1.06	1.03	1.09	1.12	1.03	0.90	0.94	0.91	0.87	0.82						Women	11:00-12:00 P.M.
Men	0.31	0.33	0.28	0.32	0.26	0.33	0.40	0.29	0.23	0.33						Men	
Children	0.30	0.30	0.29	0.31	0.28	0.63	0.68	0.47	0.79	0.55						Children	
Total	1.67	1.66	1.66	1.75	1.57	1.86	2.02	1.67	1.89	1.70						Total	
Women	1.05	1.06	1.02	1.07	0.99	0.96	1.01	0.88	0.98	0.90	1.07	1.12	0.97	1.11	1.01	Women	12:00-1:00 P.M.
Men	0.32	0.35	0.24	0.33	0.32	0.37	0.47	0.20	0.30	0.40	0.74	0.86	0.60	0.78	0.56	Men	
Children	0.34	0.34	0.34	0.38	0.25	0.43	0.36	0.57	0.46	0.44	0.40	0.37	0.28	0.51	0.47	Children	
Total	1.71	1.75	1.60	1.78	1.56	1.76	1.84	1.65	1.74	1.74	2.21	2.35	1.85	2.40	2.04	Total	
Women	1.08	1.03	1.16	1.15	1.00	1.06	1.07	1.04	1.11	0.98	1.12	1.16	1.16	1.10	1.01	Women	1:00-2:00 P.M.
Men	0.36	0.39	0.32	0.40	0.30	0.54	0.56	0.57	0.61	0.36	0.85	0.97	0.83	0.73	0.65	Men	
Children	0.31	0.22	0.33	0.53	0.21	0.43	0.20	0.42	0.77	0.55	0.33	0.31	0.36	0.40	0.27	Children	
Total	1.75	1.64	1.81	2.08	1.51	2.03	1.83	2.03	2.49	1.89	2.30	2.44	2.35	2.23	1.93	Total	
Women	1.06	1.06	1.07	1.13	0.97	1.04	0.96	1.20	1.15	0.91	1.05	1.04	1.06	1.13	0.93	Women	2:00-3:00 P.M.
Men	0.37	0.41	0.37	0.37	0.27	0.65	0.76	0.76	0.54	0.36	0.89	1.03	0.86	0.83	0.60	Men	
Children	0.30	0.26	0.20	0.47	0.28	0.35	0.22	0.35	0.59	0.38	0.32	0.29	0.38	0.40	0.24	Children	
Total	1.73	1.73	1.64	1.97	1.52	2.04	1.94	2.31	2.28	1.65	2.26	2.36	2.30	2.36	1.77	Total	
Women	1.04	1.01	1.05	1.10	1.04	0.94	0.95	0.77	0.98	1.09	1.05	1.10	1.03	0.98	1.07	Women	3:00-4:00 P.M.
Men	0.37	0.46	0.33	0.30	0.32	0.62	0.76	0.56	0.61	0.36	0.89	1.02	0.85	0.83	0.65	Men	
Children	0.29	0.27	0.25	0.40	0.25	0.31	0.30	0.21	0.52	0.22	0.36	0.35	0.31	0.48	0.30	Children	
Total	1.70	1.74	1.63	1.80	1.61	1.87	2.01	1.54	2.11	1.67	2.30	2.47	2.19	2.29	2.02	Total	
Women	1.02	1.05	0.98	1.09	0.90	0.88	0.93	0.80	0.88	0.86	1.02	1.07	0.95	1.00	1.05	Women	4:00-5:00 P.M.
Men	0.41	0.52	0.33	0.33	0.36	0.65	0.83	0.55	0.55	0.39	0.86	0.95	0.82	0.88	0.70	Men	
Children	0.35	0.35	0.31	0.37	0.35	0.33	0.27	0.18	0.48	0.53	0.35	0.32	0.28	0.48	0.36	Children	
Total	1.78	1.92	1.62	1.79	1.61	1.86	2.03	1.53	1.91	1.78	2.23	2.34	2.05	2.36	2.11	Total	
Women	1.01	1.04	0.92	1.08	0.96	0.99	0.99	1.13	0.89	0.98	1.04	1.06	1.05	1.06	0.97	Women	5:00-6:00 P.M.
Men	0.48	0.61	0.42	0.38	0.34	0.73	0.83	0.76	0.59	0.65	0.87	0.93	0.83	0.90	0.77	Men	
Children	0.40	0.46	0.41	0.37	0.23	0.39	0.41	0.24	0.43	0.44	0.34	0.32	0.34	0.47	0.26	Children	
Total	1.89	2.11	1.75	1.83	1.53	2.11	2.23	2.13	1.91	2.07	2.25	2.31	2.22	2.33	2.00	Total	

"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

DAYTIME AUDIENCES

DAYS: SUNDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time	Eastern network 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 P.M.	ABC	1.9	1.6	2.2	2.2	1.3	1.7	9:00 A.M. TO 9:30 A.M.	1:30 P.M. TO 2:00 P.M.	ABC	2.6	2.6	3.5	2.6	2.7	0.9	10:30 A.M. TO 11:00 A.M.
	CBS	2.5	2.9	2.1	2.8	3.4	1.6			CBS	2.5	2.2	3.2	3.1	2.1	1.4	
	MBS	1.8	1.6	2.3	2.3	2.0	1.0			MBS	2.2	2.2	2.5	2.0	1.4	2.3	
	NBC	2.8	3.0	2.5	3.4	3.0	1.9			NBC	2.5	2.0	2.6	3.2	2.5	2.9	
Homes Using Sets		15.3	16.2	14.6	17.3	10.8	12.3	Homes Using Sets		18.8	20.2	19.0	18.0	12.5	16.8		
Available Homes		73.5	71.3	73.6	73.1	81.3	78.7	Available Homes		71.4	69.0	74.3	73.7	68.8	72.3		

12:30 P.M. TO 1:00 P.M.	ABC	2.3	2.1	1.8	3.7	1.5	1.5	9:30 A.M. TO 10:00 A.M.	2:00 P.M. TO 2:30 P.M.	ABC	3.1	2.9	4.6	3.0	2.3	1.2	11:00 A.M. TO 11:30 A.M.
	CBS	2.7	3.0	2.4	3.2	2.5	1.9			CBS	2.6	2.3	2.4	3.3	3.7	2.4	
	MBS	1.7	1.7	2.2	1.5	1.1	1.4			MBS	2.2	2.5	2.4	2.0	2.5	1.1	
	NBC	2.7	2.6	2.1	3.4	2.9	3.3			NBC	2.3	1.6	2.6	3.4	2.9	2.2	
Homes Using Sets		16.3	17.2	15.1	17.5	12.8	15.2	Homes Using Sets		20.0	22.3	20.3	18.5	14.9	15.4		
Available Homes		72.8	71.6	72.5	71.6	76.4	78.5	Available Homes		70.0	67.5	72.9	71.8	71.8	69.5		

1:00 P.M. TO 1:30 P.M.	ABC	2.4	2.4	2.3	3.4	2.5	1.3	10:00 A.M. TO 10:30 A.M.	2:30 P.M. TO 3:00 P.M.	ABC	3.0	3.2	3.9	2.8	2.6	1.3	11:30 A.M. TO 12:00 NOON
	CBS	2.6	2.7	2.8	2.8	3.1	1.7			CBS	2.3	1.6	2.8	2.8	3.4	2.8	
	MBS	2.1	2.1	2.4	1.8	1.0	2.6			MBS	2.2	2.2	2.1	2.2	3.2	2.2	
	NBC	2.5	1.9	2.4	3.9	2.9	2.4			NBC	2.5	1.6	2.6	3.9	4.0	2.9	
Homes Using Sets		17.4	18.0	16.2	18.1	15.0	17.4	Homes Using Sets		22.1	24.1	22.9	20.1	15.8	18.5		
Available Homes		73.1	71.7	74.3	72.5	70.2	77.9	Available Homes		68.4	63.8	72.9	72.1	74.3	68.6		



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

DAYTIME AUDIENCES

DAYS: SUNDAYS

Form work me	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
12:00 NOON TO 12:30 P.M.	ABC	2.3	2.6	1.7	2.3	3.2	1.4	12:00 NOON TO 12:30 P.M.
	CBS	2.5	1.7	2.6	4.1	3.2	2.4	
	MBS	2.8	2.5	3.8	2.1	3.8	2.8	
	NBC	2.5	1.5	2.7	3.6	3.6	2.8	
Homes Using Sets		22.2	24.2	22.4	20.7	18.1	18.9	
Available Homes		67.0	62.3	70.2	70.6	76.6	68.2	

Eastern Network Time	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
4:30 P.M. TO 5:00 P.M.	ABC	2.1	2.3	1.6	2.6	2.5	1.6	1:30 P.M. TO 2:00 P.M.
	CBS	2.0	1.3	1.8	3.6	2.5	2.0	
	MBS	6.0	5.3	7.0	6.2	9.1	5.5	
	NBC	2.0	1.4	2.1	2.3	2.9	2.9	
Homes Using Sets		22.8	23.4	22.5	22.9	19.0	22.1	
Available Homes		63.1	59.7	64.4	68.1	66.3	63.9	

12:30 P.M. TO 1:00 P.M.	ABC	2.0	2.1	2.1	1.7	3.0	1.2	12:30 P.M. TO 1:00 P.M.
	CBS	2.2	1.6	2.2	2.8	4.5	2.3	
	MBS	3.4	3.1	3.9	3.5	4.5	3.0	
	NBC	3.7	2.5	4.0	5.0	7.3	4.0	
Homes Using Sets		23.2	24.5	23.2	22.5	23.3	19.5	
Available Homes		65.6	60.8	68.5	70.2	72.3	67.2	

2:00 P.M. TO 2:30 P.M.	ABC	2.2	2.9	1.7	2.3	1.1	1.0	2:00 P.M. TO 2:30 P.M.
	CBS	2.1	1.5	2.4	3.2	2.7	1.9	
	MBS	6.7	6.0	7.5	6.2	9.2	7.6	
	NBC	2.0	1.5	1.9	2.8	2.7	3.0	
Homes Using Sets		23.2	23.8	23.1	22.4	18.0	24.0	
Available Homes		63.4	60.4	63.9	68.1	65.5	65.1	

1:00 P.M. TO 1:30 P.M.	ABC	1.9	2.2	1.4	1.8	2.2	1.8	1:00 P.M. TO 1:30 P.M.
	CBS	1.9	1.5	1.8	2.5	2.8	2.3	
	MBS	5.1	4.6	6.0	5.3	8.5	3.9	
	NBC	2.9	1.9	2.7	4.5	3.9	3.8	
Homes Using Sets		23.2	24.6	22.9	22.6	21.6	20.1	
Available Homes		65.0	60.6	66.9	68.7	70.4	69.2	

2:30 P.M. TO 3:00 P.M.	ABC	2.2	2.8	1.7	2.6	2.0	0.6	2:30 P.M. TO 3:00 P.M.
	CBS	2.6	2.0	3.2	2.7	2.6	3.4	
	MBS	4.6	4.1	5.3	4.3	8.3	4.4	
	NBC	3.1	2.2	3.2	4.6	3.7	3.6	
Homes Using Sets		22.1	21.4	22.5	22.4	17.7	24.7	
Available Homes		63.3	60.5	64.6	68.6	67.4	60.5	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: SUNDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time	Eastern Network 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 P.M. TO 6:30 P.M.	ABC CBS MBS NBC	4.7 3.2 4.9 2.6	5.3 3.1 4.4 1.5	4.4 3.7 4.8 2.9	5.9 2.8 5.3 4.0	2.8 3.5 7.2 5.0	1.5 3.1 5.3 3.2	3:00 P.M. TO 3:30 P.M.	ABC CBS MBS NBC	6.0 5.2 3.1 5.6	3.4 5.5 3.2 5.8	6.1 5.2 3.8 6.4	11.2 5.1 2.8 5.2	8.9 6.0 4.3 3.8	6.1 4.3 1.6 4.4	4:30 P.M. TO 5:00 P.M.	
Homes Using Sets		23.6	23.4	22.7	24.9	19.8	24.7	Homes Using Sets		26.1	25.6	26.4	27.2	24.2	26.0		
Available Homes		63.6	62.1	63.6	66.2	66.5	60.4	Available Homes		62.6	60.8	64.9	66.8	61.6	58.7		

6:30 P.M. TO 7:00 P.M.	ABC CBS MBS NBC	2.8 4.9 5.2 2.6	3.4 4.7 5.0 2.4	2.2 5.6 5.1 2.6	3.4 4.9 6.4 3.2	2.1 6.0 8.0 2.5	1.6 3.8 3.6 2.6	3:30 P.M. TO 4:00 P.M.	ABC CBS MBS NBC	6.0 7.3 2.6 5.2	8.0 7.2 2.8 4.1	5.1 7.3 2.6 5.6	4.6 8.6 2.6 6.2	4.0 8.8 1.6 5.4	3.7 5.4 2.4 6.9	5:00 P.M. TO 5:30 P.M.
Homes Using Sets		23.5	24.1	22.5	23.8	19.7	23.7	Homes Using Sets		27.4	29.5	24.9	25.0	21.1	30.5	
Available Homes		63.7	62.0	65.7	66.8	61.6	58.6	Available Homes		63.5	62.6	63.3	66.1	62.5	62.6	

7:00 P.M. TO 7:30 P.M.	ABC CBS MBS NBC	4.4 7.0 4.1 2.6	2.2 7.2 3.5 2.8	4.7 7.6 4.6 2.6	9.1 6.1 4.8 2.7	6.0 6.9 7.7 1.9	3.5 6.6 2.9 2.2	4:00 P.M. TO 4:30 P.M.	ABC CBS MBS NBC	7.3 7.4 1.5 5.0	10.0 6.8 0.6 4.4	6.7 7.5 1.6 4.6	4.5 10.8 2.6 5.6	3.0 9.7 3.2 6.0	4.1 3.8 2.3 7.0	5:30 P.M. TO 6:00 P.M.
Homes Using Sets		24.7	23.6	25.4	27.1	23.3	24.4	Homes Using Sets		27.5	30.1	24.3	26.4	24.4	26.4	
Available Homes		62.9	61.3	64.6	67.5	63.4	57.8	Available Homes		63.3	63.5	62.2	65.6	62.4	60.9	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: SUNDAYS

Term Work Time	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
10:00	ABC	9.8	10.9	8.3	10.9	5.4	8.3	6:00
10:00	CBS	6.0	5.6	6.6	6.6	8.0	4.8	P.M.
10:30	MBS	2.7	2.5	2.7	2.5	3.3	3.4	TO
10:30	NBC	4.4	4.1	3.9	4.4	5.2	5.5	6:30
Homes Using Sets		28.8	31.8	25.2	27.3	24.3	28.2	P.M.
Available Homes		65.5	67.4	62.7	68.2	59.2	61.4	

Eastern Network Time	Net- Work	HOOPERATINGS					Pacific Time	
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain		Pacific
10:30	ABC	2.5	2.1	2.1	3.2	2.5	3.7	7:30
P.M.	CBS	4.6	3.4	5.9	4.1	4.4	7.7	P.M.
TO	MBS	2.1	1.8	2.9	1.6	1.9	2.9	TO
P.M.	NBC	7.8	6.2	8.5	8.1	12.3	10.2	8:00
Homes Using Sets		21.2	17.4	23.1	20.9	27.1	29.9	P.M.
Available Homes		68.6	67.5	69.5	73.8	68.4	62.5	

Term Work Time	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
11:00	ABC	5.8	6.1	4.7	5.5	6.7	6.3	6:30
P.M.	CBS	9.1	7.8	10.3	10.4	10.3	8.6	P.M.
TO	MBS	2.1	1.6	2.5	2.6	1.2	2.8	TO
P.M.	NBC	4.6	4.3	4.1	4.6	5.5	5.8	7:00
Homes Using Sets		26.9	27.1	25.6	26.5	26.9	28.8	P.M.
Available Homes		66.2	66.6	65.3	68.6	64.7	63.6	

Eastern Network Time	Net- Work	HOOPERATINGS					Pacific Time	
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain		Pacific
11:00	ABC					8.7	5.3	8:00
P.M.	CBS					3.3	8.1	P.M.
TO	MBS					3.0	6.4	TO
P.M.	NBC					6.7	6.4	8:30
Homes Using Sets						28.1	32.7	P.M.
Available Homes						71.6	63.2	

Term Work Time	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
11:30	ABC	5.0	4.3	4.7	5.7	4.8	7.0	7:00
P.M.	CBS	5.1	4.7	6.3	4.1	4.3	6.1	P.M.
TO	MBS	2.5	2.4	3.2	1.7	3.5	2.6	TO
P.M.	NBC	7.4	6.3	8.6	8.1	9.5	7.3	7:30
Homes Using Sets		25.2	23.6	26.5	23.8	28.2	29.7	P.M.
Available Homes		67.9	68.4	67.6	70.9	65.3	63.0	

Eastern Network Time	Net- Work	HOOPERATINGS					Pacific Time	
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain		Pacific
11:30	ABC					2.3	3.0	8:30
P.M.	CBS					3.3	12.5	P.M.
TO	MBS					3.7	3.8	TO
P.M.	NBC					5.6	7.3	9:00
Homes Using Sets						22.4	32.3	P.M.
Available Homes						75.5	65.2	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING ADVERTISING

DAYS: SUNDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 MID. TO 12:30 A.M.	ABC CBS MBS NBC						3.7 14.9 4.4 5.3	9:00 P.M. TO 9:30 P.M.
Homes Using Sets							34.7	
Available Homes							67.4	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC CBS MBS NBC							
Homes Using Sets								
Available Homes								

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 A.M. TO 1:00 A.M.	ABC CBS MBS NBC						3.7 11.4 1.9 5.3	9:30 P.M. TO 10:00 P.M.
Homes Using Sets							27.5	
Available Homes							60.5	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC CBS MBS NBC							
Homes Using Sets								
Available Homes								

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 A.M. TO 1:15 A.M.	ABC CBS MBS NBC						3.6 8.1 1.8 4.0	10:00 P.M. TO 10:15 P.M.
Homes Using Sets							22.1	
Available Homes							70.6	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC CBS MBS NBC							
Homes Using Sets								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 A.M.	ABC	1.5 †	1.5					
8:30 A.M.	CBS	2.7 †	2.7					
9:00 A.M.	MBS	2.5 †	2.5					
9:15 A.M.	NBC	2.9 †	2.9					
Homes Using Sets		12.3 †	12.3					
Available Homes		75.9 †	75.9					

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:45 A.M.	ABC	1.6 †	1.6					
9:00 A.M.	CBS	2.1 †	2.1					
9:15 A.M.	MBS	2.1 †	2.1					
9:30 A.M.	NBC	2.6 †	2.6					
Homes Using Sets		10.9 †	10.9					
Available Homes		74.6 †	74.6					

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:15 A.M.	ABC	1.5 †	1.5					
8:30 A.M.	CBS	2.1 †	2.1					
8:45 A.M.	MBS	1.9 †	1.9					
9:00 A.M.	NBC	2.7 †	2.7					
Homes Using Sets		11.3 †	11.3					
Available Homes		75.8 †	75.8					

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 A.M.	ABC	3.5 †	2.8	4.7	3.6			
9:15 A.M.	CBS	2.7 †	2.3	3.4	2.8			
9:30 A.M.	MBS	1.8 †	2.0	1.7	1.3			
9:45 A.M.	NBC	2.8 †	2.3	3.1	3.8			
Homes Using Sets		13.8 †	12.4	15.1	15.1			
Available Homes		76.8 †	74.1	79.8	79.3			

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 A.M.	ABC	1.6 †	1.6					
8:45 A.M.	CBS	2.3 †	2.3					
9:00 A.M.	MBS	1.8 †	1.8					
9:15 A.M.	NBC	2.5 †	2.5					
Homes Using Sets		11.1 †	11.1					
Available Homes		75.2 †	75.2					

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:15 A.M.	ABC	4.0 †	3.5	4.9	4.3			
9:30 A.M.	CBS	2.5 †	2.1	3.2	2.6			
9:45 A.M.	MBS	1.7 †	1.6	1.8	1.9			
10:00 A.M.	NBC	2.3 †	2.1	2.4	2.8			
Homes Using Sets		13.3 †	11.9	14.0	15.6			
Available Homes		76.1 †	73.5	79.6	77.7			



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time	Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
9:30 A.M. TO 9:45 A.M.	ABC CBS MBS NBC	4.5 † 2.3 † 1.7 † 2.0 †	3.8 1.8 1.6 1.5	5.2 2.9 1.7 2.4	5.2 2.6 1.9 2.4			10:15 A.M. TO 10:30 A.M.	ABC CBS MBS NBC	4.6 † 3.8 † 1.3 † 3.2 †	4.3 3.7 1.3 2.9	4.6 4.5 1.2 3.8	5.2 3.5 1.5 3.2	3.5 3.5 0.6 3.3			
Homes Using Sets		13.3 †	11.9	13.8	15.9			Homes Using Sets		15.5 †	15.1	15.9	16.8	12.0			
Available Homes		74.5 †	71.2	78.4	77.1			Available Homes		71.5 †	68.8	73.7	72.8	81.6			

9:45 A.M. TO 10:00 A.M.	ABC CBS MBS NBC	4.4 † 2.5 † 1.5 † 2.0 †	3.9 2.1 1.7 1.6	4.7 3.2 1.2 2.4	4.9 2.3 1.4 2.3		
Homes Using Sets		13.3 †	12.3	13.1	16.0		
Available Homes		73.4 †	71.4	76.0	74.8		

10:30 A.M. TO 10:45 A.M.	ABC CBS MBS NBC	3.1 † 6.1 † 1.3 † 3.1 †	2.7 6.5 1.3 2.8	3.2 7.3 1.2 3.0	3.8 4.1 1.3 4.0	4.0 4.8 1.2 3.6	
Homes Using Sets		16.5 †	16.4	16.6	17.1	14.4	
Available Homes		72.0 †	70.0	73.3	72.8	81.1	

10:00 A.M. TO 10:15 A.M.	ABC CBS MBS NBC	5.3 † 2.7 † 1.5 † 2.9 †	5.1 2.5 1.7 2.1	5.8 3.2 1.1 3.5	5.8 2.2 1.5 3.6	2.7 4.7 2.0 4.1	
Homes Using Sets		15.4 †	14.7	15.4	16.9	16.4	
Available Homes		73.6 †	70.9	75.8	75.0	82.3	

10:45 A.M. TO 11:00 A.M.	ABC CBS MBS NBC	1.9 † 6.3 † 1.3 † 2.8 †	1.5 6.5 0.9 2.5	1.7 7.3 1.9 2.5	2.3 4.8 1.4 4.0	4.6 5.7 0.9 3.3	
Homes Using Sets		15.7 †	15.1	15.6	17.2	16.2	
Available Homes		70.7 †	68.5	71.9	72.1	79.9	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

Term Work Time	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
8:00	ABC	2.0	1.4	1.8	3.3	1.5	3.3	8:00
8:00 A.M.	CBS	7.1	8.0	9.4	5.0	11.2	2.0	A.M.
TO	MBS	1.3	1.3	1.5	1.0	1.0	1.9	TO
8:15	NBC	2.4	1.9	2.0	3.8	2.7	2.7	8:15
A.M.								A.M.
Homes Using Sets		16.1	16.1	16.6	17.1	18.1	13.6	
Available Homes		71.2	67.9	72.8	72.2	75.9	76.9	

Eastern Network Time	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
11:45	ABC	2.3	2.0	2.3	2.1	3.4	3.5	8:45
A.M.	CBS	5.3	6.0	7.4	3.2	5.5	2.7	A.M.
TO	MBS	1.3	1.2	1.4	1.4	1.2	1.0	TO
12:00	NBC	2.1	2.1	1.8	2.6	2.4	2.2	9:00
NOON								A.M.
Homes Using Sets		15.0	15.6	15.0	15.4	15.7	12.6	
Available Homes		69.7	67.9	70.6	69.8	71.8	73.0	

8:15	ABC	2.2	1.5	2.3	2.4	2.4	3.9	8:15
A.M.	CBS	6.9	8.0	8.7	4.9	10.3	2.0	A.M.
TO	MBS	1.2	1.3	0.9	1.2	0.8	1.0	TO
8:30	NBC	2.5	2.2	1.7	2.9	4.5	3.6	8:30
A.M.								A.M.
Homes Using Sets		16.1	16.7	15.6	16.3	19.3	13.6	
Available Homes		69.7	67.1	70.8	69.3	75.1	75.9	

12:00	ABC	3.1	2.5	3.0	2.9	5.5	4.3	9:00
NOON	CBS	5.4	6.1	6.8	3.4	6.7	3.2	A.M.
TO	MBS	1.9	2.2	1.4	1.9	1.3	2.4	TO
12:15	NBC	2.8	3.1	1.9	3.7	2.7	1.8	9:15
P.M.								A.M.
Homes Using Sets		17.2	18.3	16.1	16.9	19.0	15.2	
Available Homes		69.5	68.8	69.0	68.5	74.0	72.2	

8:30	ABC	2.3	2.0	1.8	2.5	2.7	4.3	8:30
A.M.	CBS	5.4	6.1	7.4	3.3	7.8	2.1	A.M.
TO	MBS	1.3	1.4	1.2	1.1	0.5	1.6	TO
8:45	NBC	2.6	2.2	2.0	4.0	4.7	2.5	8:45
A.M.								A.M.
Homes Using Sets		15.4	15.6	15.2	16.1	17.7	13.6	
Available Homes		70.1	67.6	70.8	69.5	76.7	76.1	

12:15	ABC	2.9	2.4	2.7	3.0	3.7	5.0	9:15
P.M.	CBS	5.6	6.4	6.9	3.7	6.9	2.6	A.M.
TO	MBS	1.7	1.9	1.6	1.6	2.4	1.3	TO
12:30	NBC	2.1	2.2	2.2	2.4	1.3	1.4	9:30
P.M.								A.M.
Homes Using Sets		16.5	17.3	16.7	16.3	17.4	13.3	
Available Homes		69.0	68.3	68.8	68.1	69.9	72.5	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time	Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
12:30 P.M. TO 12:45 P.M.	ABC CBS MBS NBC	2.5 6.1 1.7 2.2	2.1 7.0 1.9 2.1	2.0 6.9 1.8 1.8	2.7 4.6 1.6 3.1	3.2 7.7 1.5 3.2	4.5 3.8 1.1 1.8	9:30 A.M. TO 9:45 A.M.	1:15 P.M. TO 1:30 P.M.	ABC CBS MBS NBC	2.0 6.4 1.6 2.3	1.6 6.0 1.6 1.5	1.8 7.4 1.8 3.6	2.0 5.9 1.2 3.1	3.0 9.5 1.5 3.0	3.6 5.0 1.6 1.5	10:15 A.M. TO 10:30 A.M.
Homes Using Sets		16.7	17.4	15.3	17.6	18.2	14.6		Homes Using Sets		16.4	15.1	17.6	16.9	20.6	16.1	
Available Homes		68.5	67.7	69.1	68.5	67.7	70.8		Available Homes		67.6	65.2	70.3	69.6	72.0	66.2	

12:45 P.M. TO 1:00 P.M.	ABC CBS MBS NBC	2.2 5.9 1.9 2.0	1.8 6.2 2.2 1.6	2.1 7.2 1.9 2.4	1.7 5.4 1.4 2.9	2.2 6.2 3.1 2.4	4.7 3.3 1.3 1.5	9:45 A.M. TO 10:00 A.M.
Homes Using Sets		16.6	16.7	16.9	17.2	17.1	14.3	
Available Homes		68.1	66.3	69.2	69.1	68.8	70.0	

1:30 P.M. TO 1:45 P.M.	ABC CBS MBS NBC	2.3 6.0 1.6 2.2	1.9 5.0 1.5 1.7	1.7 7.9 1.9 2.8	2.1 4.8 1.7 3.5	6.7 8.2 1.0 1.5	4.5 4.0 1.1 1.1	10:30 A.M. TO 10:45 A.M.
Homes Using Sets		16.8	15.6	18.2	18.0	19.9	15.5	
Available Homes		67.7	64.6	71.6	71.1	68.0	65.9	

1:00 P.M. TO 1:15 P.M.	ABC CBS MBS NBC	2.3 6.1 2.0 2.9	2.0 6.6 1.9 1.7	2.2 7.1 2.2 4.7	2.0 4.9 1.8 4.8	2.4 6.3 2.4 2.1	3.9 3.7 2.2 1.2	10:00 A.M. TO 10:15 A.M.
Homes Using Sets		17.4	16.5	18.9	19.4	17.4	15.0	
Available Homes		67.9	65.1	70.4	68.9	71.8	69.6	

1:45 P.M. TO 2:00 P.M.	ABC CBS MBS NBC	2.2 5.5 1.6 2.6	1.7 6.0 1.4 1.8	1.4 6.4 1.8 2.7	2.1 3.1 2.2 4.3	5.9 6.4 1.6 3.9	4.3 5.1 1.2 2.3	10:45 A.M. TO 11:00 A.M.
Homes Using Sets		16.5	15.6	16.6	17.6	20.9	16.5	
Available Homes		66.3	62.9	68.6	69.7	71.8	66.4	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

DAYTIME AUDIENCES

DAYSMONDAYS THRU FRIDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 A.M.	ABC	1.9	1.6	1.3	2.4	2.3	3.2	11:00 A.M.
TO	CBS	4.8	5.1	5.6	3.3	4.4	4.0	TO
11:15 A.M.	MBS	2.5	2.0	3.6	3.1	2.0	1.7	11:15 A.M.
	NBC	3.3	2.2	3.0	5.0	8.2	3.5	A.M.
Homes Using Sets		17.1	16.2	17.2	19.3	20.0	15.9	
Available Homes		65.5	62.3	68.2	70.1	64.8	64.2	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:45 P.M.	ABC	2.5	2.5	3.7	3.8	1.4	1.7	11:45 A.M.
TO	CBS	2.7	3.0	3.6	2.8	1.1	3.6	TO
3:00 P.M.	MBS	1.5	1.5	1.5	0.9	1.7	3.5	12:00 NOON
	NBC	3.3	2.6	3.4	5.4	10.4	3.3	
Homes Using Sets		16.8	15.9	16.4	18.8	19.3	16.8	
Available Homes		64.3	61.0	65.6	69.3	69.9	63.3	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:15 A.M.	ABC	1.9	1.8	1.6	2.2	1.5	2.0	11:15 A.M.
TO	CBS	4.4	4.4	5.3	3.3	3.4	4.5	TO
11:30 A.M.	MBS	2.6	2.1	3.2	2.7	4.2	1.9	11:30 A.M.
	NBC	3.6	2.2	3.4	5.4	10.1	4.1	A.M.
Homes Using Sets		17.4	16.0	17.2	19.5	22.4	17.1	
Available Homes		65.4	62.0	66.9	69.6	71.0	65.5	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:00 P.M.	ABC	2.7	2.7	2.6	3.8	2.0	1.3	12:00 NOON
TO	CBS	3.0	2.9	3.7	2.0	4.5	3.3	TO
3:15 P.M.	MBS	1.5	1.2	1.3	0.7	2.0	3.8	12:15 P.M.
	NBC	4.2	2.9	3.8	6.9	8.0	4.2	
Homes Using Sets		17.2	16.1	16.3	20.0	20.3	17.1	
Available Homes		64.5	61.0	65.7	69.9	71.3	63.6	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 A.M.	ABC	3.1	2.5	3.6	4.8	2.5	2.3	11:30 A.M.
TO	CBS	3.7	3.8	4.2	2.9	4.0	3.7	TO
11:45 A.M.	MBS	1.6	1.6	1.6	1.3	2.2	1.8	11:45 A.M.
	NBC	3.7	2.7	3.4	5.3	8.2	3.9	A.M.
Homes Using Sets		17.5	16.6	16.9	20.5	20.5	16.1	
Available Homes		64.6	60.8	66.6	68.4	70.8	65.6	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:15 P.M.	ABC	2.7	2.5	3.4	3.4	0.8	2.1	12:15 P.M.
TO	CBS	2.4	2.4	3.0	1.4	4.2	2.4	TO
3:30 P.M.	MBS	1.4	1.2	1.5	0.9	2.7	2.4	12:30 P.M.
	NBC	4.6	3.0	4.3	7.3	7.6	5.2	
Homes Using Sets		17.3	15.9	17.3	20.1	18.4	17.4	
Available Homes		64.8	61.0	66.8	70.1	68.8	64.9	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

DAYTIME AUDIENCE

DAYS: MONDAYS THRU FRIDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:30 P.M.	ABC	2.5	2.2	3.5	3.0	1.8	1.3	12:30 P.M.
TO	CBS	1.8	1.9	1.9	1.1	3.7	2.3	
3:45 P.M.	MBS	1.4	1.2	1.5	0.7	1.2	2.8	12:45 P.M.
	NBC	5.8	4.3	4.7	10.2	8.5	5.8	
Homes Using Sets		17.6	16.5	16.6	21.3	19.3	17.2	
Available Homes		64.8	62.8	66.7	68.4	66.1	62.4	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:15 P.M.	ABC	2.0	1.9	1.9	2.4	1.5	2.2	1:15 P.M.
TO	CBS	1.8	1.8	2.0	1.6	3.3	1.5	
4:30 P.M.	MBS	1.3	1.3	1.8	1.1	1.4	0.5	1:30 P.M.
	NBC	6.1	4.8	4.7	10.1	8.5	6.1	
Homes Using Sets		16.7	16.3	15.2	20.8	17.1	14.6	
Available Homes		65.4	64.7	66.2	69.3	64.2	61.0	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:45 P.M.	ABC	2.7	2.6	3.5	3.0	2.3	1.1	12:45 P.M.
TO	CBS	1.7	1.4	1.9	1.6	4.4	1.7	
4:00 P.M.	MBS	1.5	1.4	1.8	1.3	1.2	1.4	1:00 P.M.
	NBC	5.5	4.2	5.0	9.0	6.1	5.6	
Homes Using Sets		17.3	16.6	17.7	20.5	17.4	14.2	
Available Homes		64.6	63.0	66.1	67.7	68.8	61.4	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:30 P.M.	ABC	1.6	1.4	1.8	1.5	1.2	1.8	1:30 P.M.
TO	CBS	2.0	2.1	2.4	1.8	3.0	1.4	
4:45 P.M.	MBS	1.4	1.4	1.7	1.1	2.4	0.9	1:45 P.M.
	NBC	5.4	4.5	4.5	8.4	5.3	6.0	
Homes Using Sets		16.4	16.7	14.7	19.3	13.9	15.0	
Available Homes		66.5	66.6	66.7	69.2	66.1	61.7	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:00 P.M.	ABC	2.2	2.2	2.2	2.6	1.1	2.3	1:00 P.M.
TO	CBS	2.0	2.0	2.4	1.6	2.9	1.9	
4:15 P.M.	MBS	1.6	1.5	1.9	1.2	1.7	1.6	1:15 P.M.
	NBC	5.5	4.2	4.7	9.8	5.6	4.7	
Homes Using Sets		17.3	17.4	16.2	21.1	14.5	14.4	
Available Homes		65.3	64.2	65.6	70.0	65.2	61.3	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:45 P.M.	ABC	1.5	1.5	1.5	1.6	1.7	1.9	1:45 P.M.
TO	CBS	1.8	1.7	1.8	1.9	2.7	1.3	
5:00 P.M.	MBS	1.6	1.5	1.9	1.4	3.8	0.9	2:00 P.M.
	NBC	6.1	5.2	5.3	9.1	7.2	5.9	
Homes Using Sets		16.8	16.8	15.4	19.0	17.2	15.5	
Available Homes		67.3	68.3	67.2	69.8	65.8	61.1	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

DAY TIME-EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 P.M.	ABC	1.7	1.6	1.3	2.7	2.0	1.3	2:00 P.M.
1:00 P.M.	CBS	2.0	2.0	2.3	1.8	3.3	1.7	TO
2:00 P.M.	MBS	1.8	1.6	2.3	1.3	6.0	0.7	2:15 P.M.
3:00 P.M.	NBC	6.7	5.7	6.0	10.1	7.1	6.3	TO
Homes Using Sets		17.6	17.5	15.8	21.2	20.0	15.3	
Available Homes		69.1	70.8	69.1	72.6	65.3	59.3	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:45 P.M.	ABC	2.3	2.2	1.6	2.3	3.9	3.4	2:45 P.M.
6:00 P.M.	CBS	2.5	2.7	2.0	2.7	2.5	2.4	TO
6:15 P.M.	MBS	1.6	1.5	2.2	1.3	3.9	0.5	3:00 P.M.
6:30 P.M.	NBC	4.0	3.8	3.7	4.6	3.6	4.2	TO
Homes Using Sets		17.2	19.5	14.2	16.6	16.6	15.2	
Available Homes		71.9	74.9	72.8	73.0	67.5	59.4	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:15 P.M.	ABC	2.0	2.4	1.2	2.3	1.4	2.2	2:15 P.M.
8:00 P.M.	CBS	1.8	1.7	1.8	1.8	2.3	1.9	TO
8:30 P.M.	MBS	1.6	1.8	1.6	1.6	3.7	0.6	2:30 P.M.
9:00 P.M.	NBC	5.7	5.0	5.6	7.8	5.1	5.4	TO
Homes Using Sets		16.9	18.2	13.8	19.1	14.8	15.3	
Available Homes		69.6	72.1	70.2	72.3	64.1	57.8	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	2.5	2.1	2.5	3.3	3.7	2.6	3:00 P.M.
6:15 P.M.	CBS	3.2	3.7	3.2	2.3	2.9	2.7	TO
6:30 P.M.	MBS	1.9	2.3	2.1	1.3	3.4	0.7	3:15 P.M.
6:45 P.M.	NBC	4.1	4.3	3.1	4.6	3.8	4.6	TO
Homes Using Sets		18.2	21.2	15.9	16.6	17.6	14.5	
Available Homes		73.7	77.5	74.2	74.9	67.5	59.9	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	2.3	2.5	1.5	2.5	4.2	2.6	2:30 P.M.
8:00 P.M.	CBS	2.2	2.4	1.8	2.0	3.0	2.0	TO
8:30 P.M.	MBS	1.6	1.6	2.3	1.3	2.7	0.5	2:45 P.M.
9:00 P.M.	NBC	4.3	3.6	3.9	6.3	4.8	4.3	TO
Homes Using Sets		16.7	18.5	14.1	17.7	17.4	13.4	
Available Homes		71.6	75.1	72.0	72.6	67.4	58.5	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:15 P.M.	ABC	2.4	2.0	2.9	3.0	3.4	2.2	3:15 P.M.
6:30 P.M.	CBS	3.1	3.0	3.6	2.9	1.7	3.4	TO
6:45 P.M.	MBS	2.2	2.5	3.1	1.3	3.4	0.4	3:30 P.M.
7:00 P.M.	NBC	3.8	3.7	3.3	4.1	4.4	4.5	TO
Homes Using Sets		18.2	20.6	17.5	16.3	16.4	14.8	
Available Homes		75.2	78.8	77.7	76.2	68.4	59.4	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time	Eastern Network 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	
6:30 P.M. TO 6:45 P.M.	ABC	2.6	1.9	2.9	3.5	4.0	2.9	3:30 P.M. TO 3:45 P.M.	7:15 P.M. TO 7:30 P.M.	ABC	2.0	2.2	3.3	3.5	4.6	2.3	4:15 P.M. TO 4:30 P.M.
	CBS	3.3	2.9	3.9	3.3	3.1	3.4			CBS	5.2	5.0	6.3	5.4	3.4	3.3	
	MBS	2.2	3.0	2.0	1.6	2.0	0.6			MBS	2.3	2.6	2.4	1.6	2.7	2.0	
	NBC	3.5	2.8	4.1	3.9	3.6	3.7			NBC	3.7	3.0	4.9	4.2	4.2	3.1	
Homes Using Sets		18.4	20.3	18.0	17.9	15.5	14.2	Homes Using Sets		20.2	21.4	21.9	19.2	17.8	15.4		
Available Homes		75.6	77.9	79.0	77.5	69.2	61.0	Available Homes		75.0	73.9	80.4	78.8	75.4	63.1		

6:45 P.M. TO 7:00 P.M.	ABC	2.8	1.8	4.1	3.2	3.5	2.8	3:45 P.M. TO 4:00 P.M.	7:30 P.M. TO 7:45 P.M.	ABC	5.2	5.4	6.0	6.0	4.0	2.4	4:30 P.M. TO 4:45 P.M.
	CBS	4.2	4.4	5.0	4.0	2.1	3.1			CBS	5.0	4.6	6.6	5.7	5.2	2.5	
	MBS	2.0	2.5	2.0	1.5	2.8	1.1			MBS	2.5	2.6	3.0	2.3	2.4	1.4	
	NBC	3.7	3.2	4.2	4.4	2.8	3.5			NBC	2.6	2.2	2.8	3.0	3.0	2.9	
Homes Using Sets		19.0	20.5	20.0	17.8	14.5	15.6	Homes Using Sets		21.1	22.6	23.1	21.0	18.0	14.1		
Available Homes		75.8	77.3	80.5	78.0	68.0	61.5	Available Homes		74.7	73.2	79.9	77.9	77.2	64.8		

7:00 P.M. TO 7:15 P.M.	ABC	2.2	1.7	2.8	2.4	2.9	2.0	4:00 P.M. TO 4:15 P.M.	7:45 P.M. TO 8:00 P.M.	ABC	6.2	6.8	7.0	6.8	4.9	2.6	4:45 P.M. TO 5:00 P.M.
	CBS	5.3	4.9	6.8	6.0	5.5	2.9			CBS	4.4	4.3	5.3	5.0	5.4	2.5	
	MBS	2.5	2.9	2.4	2.1	1.8	2.1			MBS	1.7	1.4	2.2	1.4	2.3	2.0	
	NBC	4.4	3.8	5.2	5.0	4.2	4.0			NBC	3.3	2.5	3.8	4.6	4.6	3.1	
Homes Using Sets		20.4	22.1	21.7	19.2	16.9	15.6	Homes Using Sets		21.6	22.9	22.9	21.1	20.0	16.0		
Available Homes		75.6	75.7	81.1	78.5	73.9	61.3	Available Homes		74.2	72.2	78.4	76.9	79.8	67.7		



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

Term work time	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
8:00 P.M. TO	ABC	4.4	4.5	5.1	5.2	2.6	2.8	5:00
	CBS	6.6	6.7	7.2	7.7	9.4	2.6	P.M.
	MBS	2.0	1.9	2.2	1.3	3.6	2.1	TO
8:15 P.M.	NBC	3.8	3.5	4.1	5.0	4.1	2.0	5:15
								P.M.
Homes Using Sets		23.2	25.6	23.5	22.8	22.8	15.5	
Available Homes		73.9	71.7	76.8	76.5	81.1	69.8	

Eastern Network Time	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
8:45 P.M. TO	ABC	4.2	4.0	3.5	5.2	5.9	4.1	5:45
	CBS	8.3	8.3	9.9	9.1	8.5	4.2	P.M.
	MBS	2.5	2.6	2.5	2.6	3.0	1.8	TO
9:00 P.M.	NBC	5.1	4.6	5.6	6.1	5.8	4.1	6:00
								P.M.
Homes Using Sets		28.1	31.0	27.2	27.6	25.6	21.4	
Available Homes		73.7	71.9	73.6	74.1	80.3	77.0	

Term work time	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
8:15 P.M. TO	ABC	4.4	4.5	4.9	5.0	2.3	3.5	5:15
	CBS	7.1	7.2	8.1	7.7	10.6	3.1	P.M.
	MBS	2.1	1.9	2.4	2.0	2.5	2.5	TO
8:30 P.M.	NBC	4.1	3.8	4.8	5.1	4.0	2.7	5:30
								P.M.
Homes Using Sets		24.5	26.5	25.4	23.5	21.9	18.5	
Available Homes		73.8	71.2	76.1	75.3	80.9	73.3	

Eastern Network Time	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
9:00 P.M. TO	ABC	3.8	4.1	3.6	4.4	4.4	2.7	6:00
	CBS	7.8	7.7	9.0	8.3	9.7	5.6	P.M.
	MBS	2.7	2.5	2.6	2.5	2.8	4.4	TO
9:15 P.M.	NBC	6.1	6.0	6.1	7.4	6.9	5.2	6:15
								P.M.
Homes Using Sets		29.3	32.5	27.1	28.9	26.6	24.1	
Available Homes		74.1	72.3	73.5	74.7	78.7	78.8	

Term work time	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
8:30 P.M. TO	ABC	4.2	4.3	3.6	4.6	4.9	3.9	5:30
	CBS	7.7	8.4	8.3	8.0	9.7	3.5	P.M.
	MBS	2.4	2.7	2.2	2.5	1.6	2.1	TO
8:45 P.M.	NBC	4.5	4.3	4.9	5.3	5.4	3.1	5:45
								P.M.
Homes Using Sets		26.3	30.5	24.0	24.8	23.2	19.4	
Available Homes		73.3	71.8	74.0	73.9	79.9	74.3	

Eastern Network Time	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
9:15 P.M. TO	ABC	4.1	4.5	3.4	4.9	5.3	2.5	6:15
	CBS	8.1	7.9	9.2	8.0	9.5	6.4	P.M.
	MBS	2.8	2.9	2.5	2.6	2.6	3.2	TO
9:30 P.M.	NBC	6.9	5.9	7.6	7.6	8.2	7.8	6:30
								P.M.
Homes Using Sets		30.6	33.4	29.4	29.2	28.0	26.1	
Available Homes		74.2	73.2	73.7	74.3	75.6	78.4	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

Eastern Network Time	Net-Work	HOOPERATINGS							Pacific Time	Eastern Network 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		
9:30 P.M.	ABC	3.8	3.8	3.0	4.6	5.4	3.4	6:30 P.M.	10:15 P.M.	ABC	3.1	2.5	3.1	2.6	4.0	5.5	7:30 P.M.		
TO	CBS	7.5	7.2	8.1	7.7	9.6	6.4		TO	CBS	6.6	5.9	8.5	5.5	9.4	6.4			
9:45 P.M.	MBS	3.1	2.9	3.6	3.4	2.4	2.3		TO	MBS	2.8	2.1	3.3	3.8	2.7	2.9			
	NBC	6.5	5.8	6.8	7.7	7.3	6.6		TO	NBC	6.9	6.0	7.8	6.9	10.5	7.4			
Homes Using Sets		30.5	32.9	28.5	30.7	27.7	26.3		Homes Using Sets		28.4	27.9	30.2	26.1	32.3	28.7			
Available Homes		74.5	73.3	73.6	74.8	77.2	78.9		Available Homes		73.9	72.2	75.8	74.5	76.8	74.6			

9:45 P.M.	ABC	3.5	3.5	3.2	3.6	5.3	3.6	6:45 P.M.	10:30 P.M.	ABC	2.8	2.5	2.6	3.0	3.9	4.0	7:30 P.M.
TO	CBS	7.3	7.0	7.9	7.2	10.0	6.4		TO	CBS	4.9	3.7	6.4	4.1	7.4	6.0	
10:00 P.M.	MBS	3.2	3.2	3.4	3.7	2.8	2.4		TO	MBS	3.2	1.7	4.6	4.0	2.5	4.7	
	NBC	6.6	5.7	7.3	7.1	8.8	7.1		TO	NBC	6.6	5.6	7.2	6.9	9.0	8.5	
Homes Using Sets		30.2	32.1	29.5	29.0	29.7	26.7		Homes Using Sets		26.3	24.0	28.7	25.2	29.2	31.5	
Available Homes		73.7	72.7	73.8	74.0	74.6	76.5		Available Homes		74.0	71.4	76.7	76.1	74.4	74.8	

10:00 P.M.	ABC	3.1	2.5	3.0	3.5	3.5	4.3	7:00 P.M.	10:45 P.M.	ABC	2.6	2.1	3.1	2.4	3.6	3.8	7:45 P.M.
TO	CBS	6.6	5.8	7.8	6.6	9.5	6.6		TO	CBS	4.3	3.4	5.7	3.3	7.3	6.2	
10:15 P.M.	MBS	2.7	2.2	3.2	3.2	1.9	3.0		TO	MBS	3.2	1.6	4.7	3.9	3.4	5.5	
	NBC	7.1	6.2	7.4	7.9	8.8	7.8		TO	NBC	6.0	4.7	7.1	6.4	9.3	7.5	
Homes Using Sets		29.1	29.2	29.1	29.1	26.7	29.5		Homes Using Sets		24.0	20.6	27.8	22.2	29.9	30.5	
Available Homes		74.4	73.3	74.5	75.5	72.9	77.0		Available Homes		72.9	69.4	76.2	76.8	74.1	72.5	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: MONDAYS

Term work me	Net- Work	HOOPERATINGS						Pacific Time	Eastern Network Time	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific					East	North Central	South	Moun- tain	Pacific	
8:00	ABC	2.5	2.3	2.6	3.1	2.5	2.2	3:00	7:30	ABC	5.9	6.3	6.3	6.9	4.7	2.8	4:30
P.M.	CBS	3.3	3.7	3.5	2.6	1.6	3.3	P.M.	P.M.	CBS	5.2	4.8	6.2	6.5	7.0	2.4	P.M.
TO	MBS	2.1	2.6	2.4	1.4	3.3	0.8	TO	TO	MBS	2.1	2.2	2.3	1.6	2.6	1.8	TO
8:30	NBC	3.6	3.6	2.7	3.9	3.9	4.3	3:30	8:00	NBC	3.0	2.2	3.1	4.7	4.5	2.9	5:00
P.M.								P.M.	P.M.							P.M.	
es Using Sets		18.7	21.7	17.0	16.6	15.6	15.7		Homes Using Sets		22.6	23.5	23.2	23.7	21.9	17.1	
Available Homes		73.4	76.6	73.9	74.3	66.5	62.5		Available Homes		74.4	72.6	77.5	78.1	80.0	67.3	

8:30	ABC	2.8	2.1	3.6	2.9	4.5	3.4	3:30	8:00	ABC	3.7	3.9	3.8	3.7	1.6	3.2	5:00
P.M.	CBS	3.7	3.8	4.0	3.9	1.7	3.4	P.M.	P.M.	CBS	7.5	7.4	8.1	8.7	12.9	3.1	P.M.
TO	MBS	2.1	2.7	1.6	1.9	2.6	0.5	TO	TO	MBS	2.3	2.3	2.3	2.0	3.8	1.9	TO
9:00	NBC	3.6	3.0	3.7	4.8	4.0	3.5	4:00	8:30	NBC	4.2	4.0	4.8	5.5	3.3	1.9	5:30
P.M.								P.M.	P.M.							P.M.	
es Using Sets		19.1	20.7	18.9	18.6	16.0	15.6		Homes Using Sets		23.6	25.6	23.2	23.0	24.3	17.6	
Available Homes		74.6	76.0	77.3	78.1	67.8	61.3		Available Homes		72.8	70.4	73.4	77.5	77.0	70.6	

9:00	ABC	2.5	2.1	2.6	3.1	3.5	2.6	4:00	8:30	ABC	2.3	1.9	1.7	2.5	5.9	3.5	5:30
P.M.	CBS	4.9	4.8	6.4	5.0	3.3	3.1	P.M.	P.M.	CBS	10.6	11.8	11.6	10.3	10.9	4.9	P.M.
TO	MBS	2.5	2.8	2.4	2.0	2.3	2.1	TO	TO	MBS	2.8	3.0	2.4	3.6	3.4	1.7	TO
9:30	NBC	3.8	3.3	4.6	4.1	3.7	3.7	4:30	9:00	NBC	4.6	4.1	4.9	5.6	5.7	3.6	6:00
P.M.								P.M.	P.M.							P.M.	
es Using Sets		20.0	21.5	21.4	18.2	16.6	16.7		Homes Using Sets		27.4	30.8	24.8	26.8	26.9	21.2	
Available Homes		73.4	72.6	78.0	77.2	72.0	62.8		Available Homes		72.5	70.5	73.0	73.4	80.7	73.7	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: MONDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time	Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	2.4	2.2	2.0	2.9	3.0	2.7	6:00 P.M.	ABC	2.2	1.9	2.4	2.1	2.1	2.8	7:30 P.M.	
TO	CBS	13.4	14.0	14.2	13.1	14.5	9.6	TO	CBS	7.7	6.3	9.6	6.0	11.5	10.3	TO	
9:30 P.M.	MBS	2.7	2.5	2.3	2.9	2.8	3.6	6:30 P.M.	MBS	3.0	1.5	4.0	3.6	4.0	5.2	8:00 P.M.	
	NBC	5.1	4.9	5.7	5.6	7.4	3.5		NBC	4.7	3.8	5.3	4.6	7.7	5.7	P.M.	
Homes Using Sets		31.3	34.2	29.5	31.2	30.4	25.3	Homes Using Sets		24.6	21.5	28.0	22.4	31.4	30.8		
Available Homes		74.6	74.0	72.6	76.4	76.9	77.0	Available Homes		74.2	71.4	76.4	77.7	76.3	74.2		

9:30 P.M.	ABC	2.7	2.4	2.1	2.8	2.9	4.5	6:30 P.M.
TO	CBS	12.7	13.0	13.8	11.5	16.7	9.7	TO
10:00 P.M.	MBS	2.7	2.3	2.9	3.7	2.7	1.8	7:00 P.M.
	NBC	4.4	3.6	5.1	4.3	4.3	5.8	P.M.
Homes Using Sets		30.9	32.8	29.3	29.5	30.4	29.0	
Available Homes		73.9	72.8	73.2	75.0	73.9	77.6	

11:00 P.M.	ABC					2.2	5.0	8:00 P.M.
TO	CBS					6.9	6.7	P.M.
11:30 P.M.	MBS					4.5	8.2	TO
	NBC					7.1	6.4	8:30 P.M.
Homes Using Sets						28.1	32.5	
Available Homes						74.5	74.6	

10:00 P.M.	ABC	2.7	2.2	2.1	2.7	4.6	5.1	7:00 P.M.
TO	CBS	10.6	9.6	13.0	9.5	12.5	10.9	P.M.
10:30 P.M.	MBS	2.5	1.9	3.2	3.0	2.8	2.6	TO
	NBC	4.7	4.3	4.9	4.6	6.9	5.5	7:30 P.M.
Homes Using Sets		28.6	27.9	29.5	27.6	30.7	30.5	
Available Homes		75.4	74.3	75.7	77.3	72.6	76.3	

11:30 P.M.	ABC					0.2	3.1	8:30 P.M.
TO	CBS					5.0	8.2	P.M.
12:00 Mid.	MBS					4.3	7.5	TO
	NBC					9.7	6.8	9:00 P.M.
Homes Using Sets						27.5	32.5	
Available Homes						77.7	74.1	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: MONDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00	ABC						2.9	9:00
9:00	CBS						10.8	P.M.
10:00	MBS						6.3	TU
11:00	NBC						6.6	9:30
Homes Using Sets							33.6	P.M.
Available Homes							74.7	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Homes Using Sets								
Available Homes								

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30	ABC						2.3	9:30
1:00	CBS						6.8	P.M.
2:00	MBS						3.3	TU
3:00	NBC						7.0	10:00
Homes Using Sets							28.2	P.M.
Available Homes							74.7	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Homes Using Sets								
Available Homes								

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00	ABC						3.6	10:00
12:00	CBS						6.6	P.M.
1:00	MBS						1.4	TU
2:00	NBC						4.6	10:15
Homes Using Sets							24.5	P.M.
Available Homes							75.2	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Homes Using Sets								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCE

DAYS: TUESDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time	Eastern Network 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 P.M.	ABC	2.4	2.2	1.9	3.4	4.9	2.2	3:00 P.M.	ABC	5.4	5.4	7.0	5.4	4.4	2.7	4:30 P.M.	
TO	CBS	3.3	3.5	4.0	2.6	3.0	2.5	TO	CBS	4.9	4.6	6.1	5.8	4.1	2.6	TO	
6:30 P.M.	MBS	2.1	2.2	3.1	1.1	4.9	0.7	3:30 P.M.	MBS	2.2	2.0	2.9	2.2	1.7	2.1	5:00 P.M.	
	NBC	4.1	4.4	3.4	4.4	3.9	3.9		NBC	3.2	2.6	4.0	3.9	4.1	2.6		
Homes Using Sets		18.2	21.2	16.4	16.3	18.7	13.6	Homes Using Sets		21.1	22.0	24.3	20.7	16.1	14.6		
Available Homes		75.4	79.3	78.0	76.2	67.3	58.7	Available Homes		75.0	73.3	80.3	77.7	77.1	66.3		

6:30 P.M.	ABC	2.7	2.1	3.1	3.4	4.3	2.8	3:30 P.M.
TO	CBS	3.8	3.8	4.4	3.8	2.4	3.6	TO
7:00 P.M.	MBS	2.1	2.8	2.0	1.5	2.3	0.9	4:00 P.M.
	NBC	3.6	2.7	4.7	4.1	3.0	4.3	
Homes Using Sets		19.1	21.0	19.1	17.8	14.3	16.3	
Available Homes		76.7	79.0	80.1	78.9	71.3	61.4	

8:00 P.M.	ABC	2.9	2.4	3.7	3.3	2.2	3.0	5:00 P.M.
TO	CBS	7.6	7.4	8.7	8.9	10.1	3.4	TO
8:30 P.M.	MBS	2.4	2.4	2.4	2.3	3.2	2.4	5:30 P.M.
	NBC	4.0	3.8	4.2	5.2	3.2	2.9	
Homes Using Sets		24.7	26.8	25.3	24.0	21.3	18.8	
Available Homes		75.3	72.5	78.2	77.6	80.6	74.0	

7:00 P.M.	ABC	2.3	1.7	3.0	3.2	3.1	1.7	4:00 P.M.
TO	CBS	5.5	4.8	7.3	6.5	3.8	3.2	TO
7:30 P.M.	MBS	2.3	2.7	2.3	2.3	1.6	1.3	4:30 P.M.
	NBC	4.4	3.7	5.5	4.7	4.9	4.7	
Homes Using Sets		20.5	21.6	21.9	21.0	15.8	15.0	
Available Homes		77.0	76.8	82.1	80.4	75.9	63.4	

8:30 P.M.	ABC	2.7	2.5	1.9	3.3	4.1	3.9	5:30 P.M.
TO	CBS	7.6	7.4	9.1	9.5	7.6	3.5	TO
9:00 P.M.	MBS	3.6	3.9	4.2	3.4	2.6	1.8	6:00 P.M.
	NBC	4.4	3.5	4.9	5.9	3.9	4.5	
Homes Using Sets		27.9	31.4	26.3	27.1	21.1	22.2	
Available Homes		75.3	73.5	75.2	76.7	79.9	77.7	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: TUESDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	2.9	2.8	2.5	3.8	4.7	2.4	6:00 P.M.
	CBS	5.9	5.2	6.8	7.6	8.1	3.5	TO
	MBS	3.5	3.8	3.4	2.8	3.0	4.1	6:30 P.M.
	NBC	8.1	6.8	8.9	8.5	8.9	10.3	
Homes Using Sets		30.3	32.8	28.4	29.7	27.3	27.0	
Available Homes		75.4	73.7	75.8	75.5	75.5	80.3	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 P.M.	ABC	2.5	2.1	2.6	2.4	3.9	4.0	7:30 P.M.
	CBS	2.9	2.1	4.7	2.3	4.5	3.0	TO
	MBS	3.5	1.7	5.0	4.5	2.6	6.1	8:00 P.M.
	NBC	8.8	6.4	10.5	8.8	12.4	13.3	
Homes Using Sets		26.7	23.6	30.0	24.6	30.9	33.9	
Available Homes		74.5	70.9	78.9	76.8	75.6	75.6	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	2.2	1.9	1.8	2.8	5.0	2.0	6:30 P.M.
	CBS	5.0	4.7	5.7	5.6	6.2	3.8	TO
	MBS	5.6	6.1	6.5	4.9	4.2	3.4	7:00 P.M.
	NBC	8.2	6.5	9.7	9.0	8.0	10.8	
Homes Using Sets		31.4	34.1	31.0	29.9	25.3	25.6	
Available Homes		75.5	73.7	76.3	76.0	77.0	78.9	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 P.M.	ABC					1.3	3.2	8:00 P.M.
	CBS					6.7	4.8	TO
	MBS					2.8	7.1	8:30 P.M.
	NBC					10.4	8.1	
Homes Using Sets						28.4	32.9	
Available Homes						77.9	74.8	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	2.8	2.3	2.7	2.2	4.1	5.2	7:00 P.M.
	CBS	5.4	4.4	7.4	5.9	7.8	3.9	TO
	MBS	3.4	3.2	3.7	3.6	1.4	4.3	7:30 P.M.
	NBC	8.6	7.0	10.1	9.9	10.9	8.9	
Homes Using Sets		30.4	30.5	31.3	29.7	28.7	29.4	
Available Homes		74.8	73.1	76.6	75.2	73.4	77.1	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 P.M.	ABC					1.1	3.3	8:30 P.M.
	CBS					3.0	5.9	TO
	MBS					4.8	4.5	9:00 P.M.
	NBC					8.9	8.5	
Homes Using Sets						25.7	36.8	
Available Homes						80.7	76.4	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: TUESDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time	Eastern Network 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					5.0	9:00 P.M.		ABC						9:30 P.M.		
TO	CBS					8.1			CBS								
12:30 A.M.	MBS					3.2			MBS								
	NBC					6.9			NBC								
Homes Using Sets						36.3		Homes Using Sets									
Available Homes						77.8		Available Homes									

12:30 A.M.	ABC					1.4	9:30 P.M.	
TO	CBS					6.1		
1:00 A.M.	MBS					2.3		
	NBC					8.6		
Homes Using Sets						32.1		
Available Homes						75.4		

	ABC						
	CBS						
	MBS						
	NBC						
Homes Using Sets							
Available Homes							

1:00 A.M.	ABC					2.8	10:00 P.M.	
TO	CBS					4.3		
1:30 A.M.	MBS					1.6		
	NBC					3.7		
Homes Using Sets						25.7		
Available Homes						74.7		

	ABC						
	CBS						
	MBS						
	NBC						
Homes Using Sets							
Available Homes							



"SECTIONAL" HOOPERATINGS

RIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: WEDNESDAYS

Time	Net-Work	HOOPERATINGS						Pacific Time	Eastern Network 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		
7:00 P.M.	ABC	2.6	2.1	3.1	3.2	2.8	2.3	TO	7:30 P.M.	ABC	5.9	6.5	6.4	6.8	4.8	2.6	TO	4:30 P.M.
	CBS	3.2	3.2	3.3	3.2	2.0	3.2			CBS	4.5	4.3	5.6	4.6	6.1	2.0		
	MBS	2.1	2.6	2.6	1.1	3.4	0.4			MBS	2.0	2.1	2.6	1.5	2.5	1.6		
	NBC	3.8	3.8	2.8	4.7	2.6	4.2			NBC	3.0	2.8	2.8	3.8	2.7	3.2		
Homes Using Sets		18.2	20.9	16.5	17.7	14.6	13.9		Homes Using Sets		21.8	24.4	22.1	20.6	19.5	14.7		
Available Homes		74.7	78.8	76.8	75.7	68.9	57.5		Available Homes		75.3	73.4	79.2	79.2	78.4	67.9		

8:00 P.M.	ABC	2.8	2.2	3.3	3.7	2.2	2.7	TO	8:00 P.M.	ABC	4.1	4.4	4.2	4.3	2.0	3.7	TO	5:00 P.M.
	CBS	3.6	3.2	4.9	3.2	2.8	3.0			CBS	8.1	8.5	9.0	9.0	10.4	2.4		
	MBS	2.1	2.8	2.0	1.8	2.2	0.6			MBS	2.3	2.4	2.8	1.5	1.5	2.5		
	NBC	3.7	3.3	4.3	3.8	2.2	3.8			NBC	3.9	3.2	4.5	5.9	3.3	2.3		
Homes Using Sets		18.9	20.9	19.5	18.0	13.8	14.4		Homes Using Sets		25.1	27.7	26.2	24.6	21.7	16.7		
Available Homes		76.5	78.6	81.8	77.8	70.5	60.4		Available Homes		75.2	73.8	77.4	76.4	83.4	71.2		

9:00 P.M.	ABC	2.5	2.0	3.0	2.6	4.7	2.1	TO	8:30 P.M.	ABC	4.6	4.6	4.1	4.8	6.0	4.2	TO	5:30 P.M.
	CBS	5.4	4.8	7.3	6.3	4.3	2.7			CBS	7.3	7.4	8.3	7.6	10.8	3.6		
	MBS	2.4	2.8	2.5	1.4	2.7	2.2			MBS	2.4	3.0	1.4	2.6	2.0	2.1		
	NBC	4.1	3.2	5.2	5.2	5.7	2.7			NBC	5.9	5.8	6.3	7.7	4.8	3.2		
Homes Using Sets		20.7	21.5	23.0	19.8	20.7	14.7		Homes Using Sets		28.1	32.5	26.5	26.3	25.3	19.2		
Available Homes		76.2	75.7	81.8	79.7	77.1	62.2		Available Homes		73.8	73.2	73.6	73.7	78.8	74.7		



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: WEDNESDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time	Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	4.0	4.9	2.7	4.1	5.9	2.9	6:00 P.M.	10:30 P.M.	ABC	3.4	2.4	4.2	3.6	4.8	5.0	7:30 P.M.
TO	CBS	4.3	3.6	5.8	4.1	4.9	3.9	TO	CBS	2.5	1.6	3.7	1.8	5.1	4.4	TO	
	9:30 P.M.	MBS	3.2	3.5	3.1	2.8	3.2		3.3	11:00 P.M.	MBS	3.2	1.9	4.1	3.8		2.7
	NBC	8.8	7.7	9.2	11.6	8.3	8.1		NBC	8.9	7.6	9.5	9.6	12.2	10.1		
Homes Using Sets		29.8	33.2	28.1	28.8	24.7	24.5	Homes Using Sets		27.1	24.4	30.2	25.7	29.1	32.9		
Available Homes		75.0	73.2	74.9	75.2	79.0	79.4	Available Homes		74.0	71.1	76.5	77.7	73.7	74.3		

9:30 P.M.	ABC	4.3	4.7	3.4	4.2	7.7	3.8	6:30 P.M.	11:00 P.M.	ABC				6.0	5.9	8:00 P.M.
TO	CBS	3.5	3.0	3.5	3.4	5.6	4.3	TO	CBS				3.9	5.0	TO	
	10:00 P.M.	MBS	3.0	3.0	3.1	3.4	1.9		2.4	7:00 P.M.	11:30 P.M.	MBS				4.1
	NBC	10.2	9.4	11.5	12.9	10.1	6.8		NBC				8.1	7.1		
Homes Using Sets		31.1	33.4	30.1	31.4	27.8	25.3	Homes Using Sets						27.9	32.7	
Available Homes		75.1	74.1	75.1	75.0	76.2	78.6	Available Homes						72.7	74.0	

10:00 P.M.	ABC	4.3	3.7	4.7	4.4	4.8	5.8	7:00 P.M.	11:30 P.M.	ABC				5.4	7.0	8:30 P.M.
TO	CBS	3.3	2.9	3.7	2.7	5.7	4.5	TO	CBS				3.8	4.3	TO	
	10:30 P.M.	MBS	2.8	2.1	3.8	3.4	2.2		2.4	7:30 P.M.	12:00 Mid.	MBS				4.5
	NBC	9.8	9.1	10.9	10.4	12.1	8.8		NBC				8.9	8.9		
Homes Using Sets		30.5	31.0	32.2	28.5	30.1	29.0	Homes Using Sets						29.5	37.2	
Available Homes		75.1	73.6	76.4	75.8	76.9	76.0	Available Homes						77.2	74.8	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: WEDNESDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:00 P.M.	ABC						7.8	9:00 P.M. TO 9:30 P.M.
	CBS						2.0	
2:30 P.M.	MBS						4.8	
	NBC						9.6	
Homes Using Sets							36.8	
Available Homes							75.2	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Homes Using Sets								
Available Homes								

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:30 P.M.	ABC						5.3	9:30 P.M. TO 10:00 P.M.
	CBS						2.8	
8:00 P.M.	MBS						1.9	
	NBC						10.2	
Homes Using Sets							34.6	
Available Homes							75.2	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Homes Using Sets								
Available Homes								

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC						5.2	10:00 P.M. TO 10:15 P.M.
	CBS						4.2	
8:15 P.M.	MBS						2.0	
	NBC						4.8	
Homes Using Sets							31.2	
Available Homes							73.2	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Homes Using Sets								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: THURSDAYS

Eastern Network Time	Net-Work	HOOPERATINGS							Pacific Time	Eastern Network Time	Net-Work	HOOPERATINGS							Pacific Time
		Over-All Averages	"Sectional" Hooperatings					Pacific				Over-All Averages	"Sectional" Hooperatings					Pacific	
			East	North Central	South	Mountain	Pacific						East	North Central	South	Mountain	Pacific		
6:00 P.M.	ABC	2.5	2.1	2.3	2.7	3.8	3.6	3:00 P.M.	7:30 P.M.	ABC	5.4	6.0	6.0	6.2	4.0	2.2	4:00 P.M.		
TO	CBS	3.1	3.3	3.3	2.4	2.8	3.3			TO	CBS	4.7	4.5	6.0	5.0	4.2		2.8	TO
6:30 P.M.	MBS	2.1	2.3	2.8	1.4	2.8	0.6	3:30 P.M.	8:00 P.M.	MBS	2.1	1.9	2.7	2.2	1.4	1.5	5:00 P.M.		
	NBC	4.0	4.1	3.5	4.4	3.4	4.6			NBC	3.0	2.2	3.8	3.5	3.8	3.1			
Homes Using Sets		18.3	20.8	17.3	16.1	16.9	15.4	Homes Using Sets		20.6	22.1	22.6	20.2	16.0	14.4				
Available Homes		74.8	78.2	76.1	76.8	68.3	59.4	Available Homes		74.3	73.2	79.1	76.6	77.6	65.2				

6:30 P.M.	ABC	2.6	1.5	4.0	3.5	2.9	2.5	3:30 P.M.
	TO	CBS	3.7	3.6	4.4	3.4	3.7	
7:00 P.M.	MBS	2.1	2.7	2.2	1.2	2.9	1.2	4:00 P.M.
	NBC	3.6	3.1	4.3	4.4	2.5	3.1	
Homes Using Sets		18.2	19.8	19.3	17.1	13.8	13.7	
Available Homes		75.0	76.7	80.0	76.7	66.3	60.1	

8:00 P.M.	ABC	3.3	3.2	3.6	3.4	2.6	2.9	5:00 P.M.
	TO	CBS	7.1	7.6	7.9	7.8	7.2	
8:30 P.M.	MBS	1.7	1.1	2.2	1.3	3.3	2.7	5:30 P.M.
	NBC	4.3	3.9	5.3	5.1	6.5	2.1	
Homes Using Sets		22.9	24.9	24.2	21.2	22.0	16.9	
Available Homes		74.2	71.8	77.6	74.9	82.7	72.0	

7:00 P.M.	ABC	2.6	1.9	3.3	3.1	2.5	2.6	4:00 P.M.
	TO	CBS	5.2	5.2	6.3	5.6	4.1	
7:30 P.M.	MBS	2.5	3.0	2.4	1.6	2.6	2.0	4:30 P.M.
	NBC	4.0	3.6	5.0	4.4	3.8	3.5	
Homes Using Sets		20.3	22.3	21.1	18.7	14.7	16.3	
Available Homes		75.2	74.6	81.2	79.3	71.3	61.4	

8:30 P.M.	ABC	2.7	2.3	1.8	3.2	5.6	4.0	5:30 P.M.
	TO	CBS	9.7	10.5	11.1	10.6	9.4	
9:00 P.M.	MBS	1.7	1.5	1.8	1.6	0.6	2.5	6:00 P.M.
	NBC	5.3	5.0	6.2	5.4	6.0	4.0	
Homes Using Sets		26.4	29.4	25.6	25.6	23.5	20.0	
Available Homes		74.1	72.5	74.4	74.0	81.4	76.6	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: THURSDAYS

Item Network Time	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
7:00 P.M.	ABC	3.3	3.7	3.1	3.7	1.9	2.5	6:00 P.M.
TO	CBS	10.7	10.6	12.4	11.0	11.7	7.1	TO
7:30 P.M.	MBS	2.4	2.0	2.3	2.1	1.7	4.5	6:30 P.M.
	NBC	5.3	5.4	5.0	5.9	6.6	4.5	
Homes Using Sets		29.1	31.8	28.1	27.9	24.8	25.4	
Available Homes		74.1	72.7	73.2	73.8	77.7	79.7	

Eastern Network Time	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
10:30 P.M.	ABC	2.3	1.8	1.9	2.6	2.7	4.1	7:30 P.M.
TO	CBS	6.1	5.3	7.1	5.4	7.9	7.4	TO
11:00 P.M.	MBS	3.1	1.4	5.0	4.0	2.2	4.6	8:00 P.M.
	NBC	5.7	4.9	6.8	5.7	6.5	6.3	
Homes Using Sets		24.2	20.3	27.9	24.3	27.0	30.2	
Available Homes		73.6	70.9	77.3	76.3	72.1	73.0	

9:30 P.M.	ABC	3.3	3.2	2.9	4.2	2.7	3.1	6:30 P.M.
TO	CBS	10.6	10.4	10.7	12.3	11.4	8.1	TO
10:00 P.M.	MBS	2.3	2.1	2.7	2.7	1.4	2.3	7:00 P.M.
	NBC	4.6	4.3	4.1	4.6	7.5	5.7	
Homes Using Sets		30.0	31.8	27.8	31.2	26.9	27.0	
Available Homes		74.3	73.7	73.4	74.4	75.7	77.5	

11:00 P.M.	ABC					3.6	6.1	8:00 P.M.
TO	CBS					6.8	5.0	TO
11:30 P.M.	MBS					5.1	5.4	8:30 P.M.
	NBC					7.7	5.4	
Homes Using Sets						28.5	32.0	
Available Homes						77.6	74.5	

10:00 P.M.	ABC	2.8	2.0	2.8	3.4	1.7	5.4	7:00 P.M.
TO	CBS	8.4	7.9	10.1	7.2	12.5	7.2	TO
10:30 P.M.	MBS	2.6	1.9	2.9	3.6	1.9	3.0	7:30 P.M.
	NBC	5.5	5.2	5.4	5.0	7.7	6.4	
Homes Using Sets		27.5	27.0	28.7	26.4	27.7	28.8	
Available Homes		74.8	74.0	76.0	74.7	77.2	74.7	

11:30 P.M.	ABC					2.4	4.9	8:30 P.M.
TO	CBS					3.7	6.8	TO
12:00 Mid.	MBS					4.5	2.2	9:00 P.M.
	NBC					4.7	9.1	
Homes Using Sets						24.0	35.7	
Available Homes						79.5	75.3	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: THURSDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 Mid.	ABC						3.1	9:00 P.M.
TO	CBS						8.0	TO
12:30 A.M.	MBS						3.5	9:30 P.M.
	NBC						6.7	
Homes Using Sets							34.8	
Available Homes							72.2	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Homes Using Sets								
Available Homes								

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 A.M.	ABC						3.8	9:30 P.M.
TO	CBS						5.2	TO
1:00 P.M.	MBS						1.4	10:00 P.M.
	NBC						6.1	
Homes Using Sets							31.0	
Available Homes							76.3	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Homes Using Sets								
Available Homes								

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 A.M.	ABC						4.2	10:00 P.M.
TO	CBS						5.2	TO
1:15 A.M.	MBS						1.3	10:15 P.M.
	NBC						3.0	
Homes Using Sets							29.7	
Available Homes							76.3	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Homes Using Sets								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: FRIDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	2.4	1.5	3.5	3.2	3.9	1.8	3:30 P.M.
TO	CBS	2.8	3.2	2.8	2.1	2.2	2.7	TO
8:30 P.M.	MBS	1.8	2.2	2.1	1.2	2.7	0.5	3:30 P.M.
	NBC	4.2	3.8	3.6	4.4	6.7	5.5	
Homes Using Sets		17.7	20.1	16.2	15.6	19.2	14.7	
Available Homes		74.0	77.6	75.0	74.9	68.9	59.9	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	6.0	6.5	7.0	6.6	4.5	2.1	4:30 P.M.
TO	CBS	4.4	3.9	5.8	4.8	5.1	2.7	TO
8:00 P.M.	MBS	2.1	1.8	2.7	2.0	3.5	1.7	5:00 P.M.
	NBC	2.5	1.9	2.8	3.0	3.9	3.0	
Homes Using Sets		20.7	21.6	22.8	20.2	21.5	14.6	
Available Homes		73.4	71.0	79.8	75.5	79.5	64.5	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	2.5	1.4	3.4	3.4	4.5	2.8	3:30 P.M.
TO	CBS	3.8	3.6	4.7	3.9	2.4	3.1	TO
7:00 P.M.	MBS	2.0	2.5	2.3	1.3	2.2	1.0	4:00 P.M.
	NBC	3.3	2.8	3.8	3.6	4.1	3.3	
Homes Using Sets		18.1	19.5	18.3	17.6	16.9	14.5	
Available Homes		75.7	77.4	79.6	77.5	67.2	63.1	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	8.2	8.5	9.4	10.4	3.8	3.1	5:00 P.M.
TO	CBS	4.2	4.0	4.4	4.1	9.3	2.7	TO
8:30 P.M.	MBS	1.5	1.3	1.7	1.1	3.5	2.2	5:30 P.M.
	NBC	3.4	3.3	3.6	3.7	4.0	2.5	
Homes Using Sets		23.0	25.2	23.7	22.8	22.5	15.0	
Available Homes		71.7	68.7	75.5	73.0	81.2	69.8	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	2.5	2.0	3.3	2.6	5.1	2.0	4:00 P.M.
TO	CBS	5.3	5.0	6.7	5.0	6.6	3.3	TO
8:30 P.M.	MBS	2.3	2.5	2.5	2.0	1.8	2.4	4:30 P.M.
	NBC	4.0	3.3	5.2	4.5	3.1	3.4	
Homes Using Sets		20.1	21.9	21.5	18.3	19.2	14.9	
Available Homes		74.7	74.3	80.5	77.1	76.8	61.3	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	8.6	9.5	8.3	10.6	5.3	4.4	5:30 P.M.
TO	CBS	4.8	4.6	5.2	4.7	7.0	3.9	TO
9:00 P.M.	MBS	1.9	1.8	2.0	1.7	2.9	1.7	6:00 P.M.
	NBC	3.8	3.6	4.0	3.8	7.4	2.6	
Homes Using Sets		26.3	29.7	24.7	25.2	25.1	19.4	
Available Homes		72.0	69.5	72.9	72.2	79.7	75.7	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: FRIDAYS

Eastern Network Time	Net-Work	HOOPERATINGS							Pacific Time	Eastern Network 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		
9:00 P.M.	ABC	7.4	8.0	7.4	8.7	9.1	2.5	6:00 P.M.	10:30 P.M.	ABC	3.2	3.2	3.0	2.9	5.4	3.6	7:00 P.M.		
TO	CBS	5.7	5.6	6.2	4.8	8.5	5.9		TO	CBS	3.9	2.5	5.1	3.0	7.5	7.3		TO	
	9:30 P.M.	MBS	2.1	1.6	1.9	2.3	2.8		3.6	11:00 P.M.	MBS	3.2	1.8	5.3	3.8	3.3		3.8	8:00 P.M.
	NBC	5.5	4.9	5.8	6.2	6.8	6.1			NBC	3.7	2.9	3.4	4.4	7.1	4.8			
Homes Using Sets		29.3	32.7	27.2	27.6	29.4	23.4		Homes Using Sets		23.3	21.7	25.0	21.4	29.3	27.2			
Available Homes		71.8	70.1	71.7	71.8	76.6	76.5		Available Homes		70.8	67.8	73.1	73.6	73.5	71.3			

9:30 P.M.	ABC	5.6	5.9	5.1	6.1	8.6	4.0	6:30 P.M.	11:00 P.M.	ABC				12.6	7.4	8:00 P.M.	
TO	CBS	5.2	4.4	6.1	4.5	9.2	6.0		TO	CBS				3.2	4.8		TO
	10:00 P.M.	MBS	2.2	1.6	2.6	3.2	2.9		1.9	11:30 P.M.	MBS				2.5		2.9
	NBC	5.3	4.6	5.2	6.2	10.0	5.1			NBC				5.5	5.0		
Homes Using Sets		28.4	30.4	26.9	27.2	32.2	24.8		Homes Using Sets					28.2	29.6		
Available Homes		71.6	70.4	70.5	71.6	76.7	76.1		Available Homes					74.0	69.2		

10:30 P.M.	ABC	2.8	2.6	3.0	2.4	3.5	3.3	7:00 P.M.	11:30 P.M.	ABC				10.6	7.3	8:30 P.M.	
TO	CBS	5.3	4.4	6.3	5.2	8.5	5.9		TO	CBS				3.9	4.0		TO
	10:00 P.M.	MBS	2.6	1.8	2.8	3.9	3.3		2.6	12:00 Mid.	MBS				3.9		2.8
	NBC	6.4	4.9	6.9	7.1	10.8	8.5			NBC				2.9	4.6		
Homes Using Sets		26.6	26.2	26.6	25.9	30.4	27.8		Homes Using Sets					25.9	30.2		
Available Homes		70.8	68.7	70.9	72.1	74.1	74.9		Available Homes					72.1	69.7		

10:00 P.M.	ABC	2.8	2.6	3.0	2.4	3.5	3.3	7:00 P.M.	11:30 P.M.	ABC				10.6	7.3	8:30 P.M.	
TO	CBS	5.3	4.4	6.3	5.2	8.5	5.9		TO	CBS				3.9	4.0		TO
	10:30 P.M.	MBS	2.6	1.8	2.8	3.9	3.3		2.6	12:00 Mid.	MBS				3.9		2.8
	NBC	6.4	4.9	6.9	7.1	10.8	8.5			NBC				2.9	4.6		
Homes Using Sets		26.6	26.2	26.6	25.9	30.4	27.8		Homes Using Sets					25.9	30.2		
Available Homes		70.8	68.7	70.9	72.1	74.1	74.9		Available Homes					72.1	69.7		

10:30 P.M.	ABC	2.8	2.6	3.0	2.4	3.5	3.3	7:00 P.M.	11:30 P.M.	ABC				10.6	7.3	8:30 P.M.	
TO	CBS	5.3	4.4	6.3	5.2	8.5	5.9		TO	CBS				3.9	4.0		TO
	10:30 P.M.	MBS	2.6	1.8	2.8	3.9	3.3		2.6	12:00 Mid.	MBS				3.9		2.8
	NBC	6.4	4.9	6.9	7.1	10.8	8.5			NBC				2.9	4.6		
Homes Using Sets		26.6	26.2	26.6	25.9	30.4	27.8		Homes Using Sets					25.9	30.2		
Available Homes		70.8	68.7	70.9	72.1	74.1	74.9		Available Homes					72.1	69.7		



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: FRIDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 Mid.	ABC						8.9	9:00 P.M.
	CBS						5.1	TO
2:30 P.M.	MBS						3.1	9:30 P.M.
	NBC						3.1	
Homes Using Sets							32.6	
Available Homes							70.5	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Homes Using Sets								
Available Homes								

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 Mid.	ABC						5.7	9:30 P.M.
	CBS						5.4	TO
1:00 P.M.	MBS						1.9	10:00 P.M.
	NBC						2.6	
Homes Using Sets							31.6	
Available Homes							70.7	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Homes Using Sets								
Available Homes								

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 P.M.	ABC						3.4	10:00 P.M.
	CBS						3.2	TO
1:15 P.M.	MBS						1.6	10:15 P.M.
	NBC						3.0	
Homes Using Sets							27.1	
Available Homes							72.5	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Homes Using Sets								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

DAYTIME AUDIENCES

DAYS: SATURDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 A.M.	ABC	0.9 †	0.9					
TO	CBS	1.5 †	1.5					
	MBS	1.9 †	1.9					
8:30 A.M.	NBC	1.1 †	1.1					
Homes Using Sets		7.0 †	7.0					
Available Homes		76.8 †	76.8					

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:30 A.M.	ABC	1.9 †	1.8	2.1	2.0			
TO	CBS	1.9 †	1.8	1.9	2.3			
	MBS	1.4 †	1.5	1.6	0.9			
10:00 A.M.	NBC	2.1 †	1.5	2.0	3.6			
Homes Using Sets		11.3 †	10.6	10.2	14.3			
Available Homes		79.4 †	78.2	82.2	78.8			

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 A.M.	ABC	1.9 †	1.9					
TO	CBS	1.8 †	1.8					
	MBS	1.4 †	1.4					
9:00 A.M.	NBC	2.0 †	2.0					
Homes Using Sets		9.9 †	9.9					
Available Homes		77.2 †	77.2					

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 A.M.	ABC	1.7 †	1.5	2.1	2.3	††		
TO	CBS	2.2 †	1.8	2.1	2.9			
	MBS	1.2 †	1.2	1.1	1.3			
10:30 A.M.	NBC	3.0 †	2.6	3.1	3.4			
Homes Using Sets		12.4 †	12.4	10.6	15.3			
Available Homes		76.7 †	74.6	78.2	77.7			

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 A.M.	ABC	1.3 †	1.0	1.6	1.5			
TO	CBS	2.3 †	2.1	2.8	2.1			
	MBS	2.1 †	2.1	1.7	2.4			
9:30 A.M.	NBC	1.9 †	1.7	1.3	3.3			
Homes Using Sets		10.6 †	10.2	9.1	13.2			
Available Homes		80.6 †	78.9	82.9	81.8			

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 A.M.	ABC	1.5 †	1.4	1.7	1.4			
TO	CBS	2.7 †	2.1	3.3	2.7			
	MBS	1.5 †	1.1	1.6	2.1			
11:00 A.M.	NBC	3.1 †	2.2	3.6	4.3			
Homes Using Sets		13.1 †	11.6	13.0	15.8			
Available Homes		74.6 †	73.3	75.6	74.1			



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

DAYTIME AUDIENCES

DAYS: SATURDAYS

Time Network	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
1500 A.M.	ABC	1.5	1.1	2.7	1.7	TT	0.8	8:00 A.M. TO 8:30 A.M.
	CBS	4.3	4.3	4.7	4.3		2.0	
	MBS	1.6	1.3	2.2	2.1		1.4	
	NBC	2.4	1.9	3.3	3.3		0.9	
Homes Using Sets		14.4	14.0	15.3	16.9		10.0	
Available Homes		74.9	72.5	75.7	75.2		78.9	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
12:30 P.M.	ABC	1.5	1.4	1.7	1.6	TT	1.4	9:30 A.M. TO 10:00 A.M.
	CBS	6.3	6.2	6.1	5.0		7.2	
	MBS	1.5	1.4	2.0	1.3		1.1	
	NBC	1.7	1.7	1.5	1.7		1.0	
Homes Using Sets		16.2	16.3	16.3	16.0		14.5	
Available Homes		73.1	71.8	74.6	72.8		74.2	

Time Network	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
1:30 P.M.	ABC	1.2	1.1	1.2	1.5		0.9	8:30 A.M. TO 9:00 A.M.
	CBS	5.3	5.4	5.6	5.1		2.9	
	MBS	1.1	0.8	1.3	1.8		0.7	
	NBC	2.6	1.7	2.6	3.6		3.3	
Homes Using Sets		15.1	14.5	15.0	17.5		11.5	
Available Homes		73.4	71.0	74.0	72.5		78.0	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
1:00 P.M.	ABC	1.7	1.2	2.3	2.3		1.7	10:00 A.M. TO 10:30 A.M.
	CBS	6.2	5.8	6.9	4.9		6.0	
	MBS	1.5	1.9	1.0	1.4		0.8	
	NBC	1.5	0.6	2.1	3.0		1.8	
Homes Using Sets		15.4	14.2	17.3	15.7		15.0	
Available Homes		71.8	70.8	73.4	72.6		70.0	

Time Network	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
2:00 P.M.	ABC	1.6	1.6	2.0	1.2		1.5	9:00 A.M. TO 9:30 A.M.
	CBS	6.4	6.0	6.8	6.1		5.4	
	MBS	1.5	1.2	2.0	2.0		0.6	
	NBC	2.0	2.0	1.0	2.7		2.3	
Homes Using Sets		15.6	15.6	14.6	17.6		13.0	
Available Homes		72.6	71.5	72.2	71.9		76.2	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
1:30 P.M.	ABC	1.6	1.8	1.8	1.4		1.2	10:30 A.M. TO 11:00 A.M.
	CBS	5.1	4.3	5.8	5.1		5.3	
	MBS	1.6	1.6	1.5	1.9		0.6	
	NBC	1.5	0.7	2.1	1.9		2.3	
Homes Using Sets		15.9	16.1	16.1	15.7		15.6	
Available Homes		71.2	69.6	70.9	75.7		71.4	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

DAYTIME AUDIENCES

DAYS: SATURDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:00 P.M.	ABC	1.8	2.1	1.3	1.9	††	1.6	11:00 A.M.
TO	CBS	3.6	2.4	4.2	3.7		5.5	TO
2:30 P.M.	MBS	1.6	1.3	2.4	1.3		1.0	11:30 A.M.
	NBC	1.4	0.9	1.5	2.1		1.6	
Homes Using Sets		15.9	16.4	16.4	14.8		14.8	
Available Homes		69.9	66.7	73.9	71.8		68.6	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:30 P.M.	ABC	1.9	2.3	0.7	2.7	††	1.7	12:00 P.M.
TO	CBS	1.8	1.3	1.6	2.3		2.5	TO
4:00 P.M.	MBS	1.6	1.6	2.4	1.2		1.1	1:00 P.M.
	NBC	1.3	1.0	0.9	2.1		1.8	
Homes Using Sets		17.3	19.7	14.3	17.2		14.9	
Available Homes		68.8	64.4	70.5	73.5		71.8	

2:30 P.M.	ABC	2.0	2.2	1.8	2.1		1.2	11:30 A.M.
TO	CBS	2.4	1.2	3.4	3.2		3.3	TO
3:00 P.M.	MBS	1.9	1.7	3.0	1.5		1.0	12:00 Noon
	NBC	1.3	0.9	1.3	2.4		1.0	
Homes Using Sets		17.1	17.1	17.8	18.6		13.1	
Available Homes		68.7	65.1	69.7	75.9		67.5	

4:00 P.M.	ABC	2.1	2.6	1.3	2.1		1.6	1:00 P.M.
TO	CBS	1.5	1.0	1.6	1.9		1.9	TO
4:30 P.M.	MBS	1.8	1.8	2.6	1.6		0.6	1:30 P.M.
	NBC	1.3	1.0	1.3	1.9		1.0	
Homes Using Sets		16.8	18.1	16.5	17.2		12.0	
Available Homes		67.4	64.8	70.0	70.5		66.7	

3:00 P.M.	ABC	2.0	2.3	1.1	2.7		0.9	12:00 P.M.
TO	CBS	1.9	1.3	1.6	2.3		3.7	TO
3:30 P.M.	MBS	1.9	1.8	2.2	1.5		2.1	12:30 P.M.
	NBC	1.3	0.5	1.4	2.4		1.9	
Homes Using Sets		16.7	18.5	14.9	17.2		13.5	
Available Homes		68.0	64.1	69.9	74.4		65.8	

4:30 P.M.	ABC	1.5	1.6	1.0	1.2		1.9	1:30 P.M.
TO	CBS	1.8	1.3	2.2	2.6		1.2	TO
5:00 P.M.	MBS	1.8	1.4	2.6	1.9		1.4	2:00 P.M.
	NBC	1.2	1.1	1.3	1.6		1.1	
Homes Using Sets		14.6	15.8	14.3	14.4		12.7	
Available Homes		67.1	63.5	70.7	71.5		63.4	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

DAYTIME - EVENING AUDIENCES

DAYS: SATURDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	1.3	1.3	0.8	1.6	1.1	1.2	2:00 P.M.
	CBS	2.3	1.6	2.5	3.1		2.6	TO
	MBS	1.9	1.5	2.8	1.7		1.0	2:30 P.M.
	NBC	1.3	1.1	1.1	1.5		1.4	
Homes Using Sets		14.8	15.4	14.1	15.1		12.5	
Available Homes		68.9	68.6	69.1	70.8		66.1	

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	1.4	1.3	1.5	1.8	2.8	0.7	3:30 P.M.
TO	CBS	2.8	2.8	4.0	2.1	2.0	1.7	TO
7:00 P.M.	MBS	2.2	2.5	2.6	1.7	2.8	1.0	4:00 P.M.
	NBC	2.4	2.2	2.8	2.8	2.4	2.1	
Homes Using Sets		16.4	18.1	15.4	14.7	14.5	15.6	
Available Homes		72.5	72.9	76.5	72.6	71.1	64.5	

7:30 P.M.	ABC	1.2	1.1	1.0	1.4		1.3	2:30 P.M.
TO	CBS	2.5	1.8	3.1	4.1		1.0	TO
8:00 P.M.	MBS	1.9	1.8	3.1	1.6		0.6	3:00 P.M.
	NBC	1.5	1.3	1.6	1.5		2.0	
Homes Using Sets		14.4	15.2	12.5	15.7		13.7	
Available Homes		69.2	68.1	70.6	73.1		63.8	

7:00 P.M.	ABC	1.9	1.8	2.2	2.1	3.5	0.8	4:00 P.M.
TO	CBS	4.0	3.8	5.8	4.1	3.1	1.6	TO
7:30 P.M.	MBS	2.3	2.4	2.3	2.7	4.0	1.0	4:30 P.M.
	NBC	2.4	2.1	2.9	3.3	2.4	1.4	
Homes Using Sets		18.2	19.5	18.0	17.3	15.3	16.4	
Available Homes		70.8	69.5	76.0	72.8	69.2	63.2	

8:00 P.M.	ABC	1.3	1.2	1.3	1.6	2.0	1.2	3:00 P.M.
TO	CBS	2.7	2.8	3.0	2.8	1.8	1.6	TO
8:30 P.M.	MBS	2.2	2.1	2.8	1.3	5.7	1.5	3:30 P.M.
	NBC	2.4	2.8	1.7	3.0	2.0	1.3	
Homes Using Sets		15.9	18.3	13.4	14.6	13.9	14.7	
Available Homes		71.1	71.4	72.6	74.1	69.2	63.8	

7:30 P.M.	ABC	1.9	1.8	2.1	2.1	2.1	1.5	4:30 P.M.
TO	CBS	5.1	4.9	7.4	5.2	3.6	2.3	TO
8:00 P.M.	MBS	2.5	2.4	2.9	2.7	4.0	1.0	5:00 P.M.
	NBC	2.9	2.8	3.3	3.2	4.7	2.0	
Homes Using Sets		18.5	19.0	20.2	17.2	16.9	16.4	
Available Homes		70.4	66.5	76.5	73.5	74.8	66.5	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: SATURDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time	Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	1.9	2.1	1.9	2.2	1.2	1.1	5:00 P.M.	ABC	2.0	1.6	2.6	2.7	2.0	1.9	6:30 P.M.	
TO	CBS	5.0	5.2	5.5	5.4	5.8	2.7	TO	CBS	6.1	6.3	7.0	5.9	7.7	3.5	TO	
8:30 P.M.	MBS	5.3	5.0	7.2	4.3	10.9	2.1	5:30 P.M.	10:00 P.M.	MBS	3.5	3.1	3.7	4.2	4.5	3.4	7:00 P.M.
	NBC	3.5	3.5	3.7	4.2	3.3	2.3		NBC	7.7	7.3	7.9	8.2	9.8	7.6		
Homes Using Sets		21.1	22.8	22.1	19.6	22.6	15.4	Homes Using Sets		26.7	27.5	26.6	26.3	25.7	24.8		
Available Homes		68.4	64.6	73.3	71.6	72.4	65.9	Available Homes		66.1	64.2	65.7	68.1	66.6	70.1		

8:30 P.M.	ABC	3.0	3.2	3.1	3.6	3.3	1.1	5:30 P.M.	10:00 P.M.	ABC	2.2	1.3	2.7	3.1	3.8	2.2	7:00 P.M.
TO	CBS	5.6	5.7	6.7	6.0	7.5	2.3	TO	TO	CBS	6.4	6.6	6.4	5.7	8.7	5.7	TO
9:00 P.M.	MBS	3.5	3.0	4.4	3.2	7.3	2.9	6:00 P.M.	10:30 P.M.	MBS	2.8	2.0	3.5	3.6	3.6	3.3	7:30 P.M.
	NBC	5.3	4.7	7.1	7.2	2.7	2.5		NBC	7.9	6.6	8.5	8.8	9.3	9.5		
Homes Using Sets		23.5	24.6	25.6	23.4	23.6	17.0	Homes Using Sets		25.6	24.2	27.0	26.2	28.6	26.0		
Available Homes		67.3	64.7	69.1	68.6	76.5	69.2	Available Homes		66.4	63.7	67.6	68.6	71.7	68.7		

9:00 P.M.	ABC	2.0	1.7	2.3	2.1	2.3	2.3	6:00 P.M.	10:30 P.M.	ABC	2.2	1.3	3.0	2.3	5.9	2.2	7:30 P.M.
TO	CBS	7.5	8.6	7.2	8.2	8.5	3.2	TO	TO	CBS	7.1	6.9	8.1	6.4	9.8	5.8	TO
9:30 P.M.	MBS	2.9	2.6	3.1	2.7	5.2	3.1	6:30 P.M.	11:00 P.M.	MBS	3.0	1.9	4.2	3.6	2.2	4.0	8:00 P.M.
	NBC	7.6	6.7	9.7	8.9	11.3	3.7		NBC	5.4	3.6	5.5	5.9	9.2	9.3		
Homes Using Sets		26.4	27.7	27.1	26.6	28.2	20.1	Homes Using Sets		23.1	19.0	26.6	23.1	32.1	28.5		
Available Homes		67.5	64.6	68.9	68.2	76.4	70.9	Available Homes		66.1	62.7	68.8	68.7	67.3	68.9		



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

EVENING AUDIENCES

DAYS: SATURDAYS

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC				1.8	5.2	8:00 P.M.	
	CBS				9.3	6.7	TO	
8:30 P.M.	MBS				3.5	3.8	8:30 P.M.	
	NBC				9.0	6.5		
Homes Using Sets					31.4	28.2		
Available Homes					64.8	64.7		

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 A.M.	ABC					2.0	9:30 P.M.	
TO	CBS					3.6	TO	
1:00 A.M.	MBS					2.1	10:00 P.M.	
	NBC					7.1		
Homes Using Sets						25.0		
Available Homes						63.5		

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:30 P.M.	ABC				2.0	2.5	8:30 P.M.	
	CBS				4.4	7.2	TO	
2:00 P.M.	MBS				1.5	2.9	9:00 P.M.	
	NBC				9.2	7.5		
Homes Using Sets					23.6	29.4		
Available Homes					66.0	64.8		

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 A.M.	ABC					2.3	10:00 P.M.	
TO	CBS					3.6	TO	
1:15 A.M.	MBS					1.3	10:15 P.M.	
	NBC					6.4		
Homes Using Sets						23.3		
Available Homes						60.9		

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC					3.9	9:00 P.M.	
	CBS					6.0	TO	
8:30 P.M.	MBS					2.4	9:30 P.M.	
	NBC					7.8		
Homes Using Sets						30.9		
Available Homes						64.3		

Eastern Network Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Homes Using Sets								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 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
ADVENTURES OF SAM SPADE	8.7	7.2	7.7	8.6	8.8	15.8	BREAKFAST CLUB (Gen. Mills, Inc.)	3.5	2.8	4.4	3.6	2.7	4.0
AGAINST THE STORM	1.1	1.4	1.0	1.1	0.5	0.7	BREAKFAST CLUB (Philco Products, Inc.)	4.4	3.9	4.7	4.9	4.6	4.5
ARTHUR GAETH	2.0	2.1	2.0	§§	§	1.4	BREAKFAST CLUB (Swift & Co. 9:30-9:45 A.M.)	4.5	3.8	5.2	5.2	4.0	5.2
ARTEUR GODFREY (Gold Seal Co. Mon. thru Fri. 10:30-10:45 A.M.)	5.9	6.5	7.3	4.1	5.6	4.0	BREAKFAST CLUB (Swift & Co. 9:15-9:30 A.M.)	4.1	3.5	4.9	4.3	3.5	4.8
ARTHUR GODFREY (Liggett & Myers Tobacco Co. Mon. thru Fri. 11:00-11:30 A.M.)	7.2	8.0	9.0	5.0	10.7	3.9	BREAK THE BANK	7.9	7.5	7.4	8.6	9.1	8.6
ARTHUR GODFREY (National Biscuit Co. Mon. thru Fri. 10:45-11:00A.M.)	6.4	6.5	8.1	4.8	6.1	4.8	BRIDE & GROOM	3.3	2.5	3.9	4.3	4.0	3.5
AUNT JENNY	5.9	6.4	6.9	3.7	6.9	3.6	BRIGHTER DAY	3.4	3.1	3.3	4.4	4.7	3.2
BACKSTAGE WIFE	5.5	4.2	4.7	9.8	5.6	5.3	CALL THE POLICE (Program broadcast June 5 thru Sept.)	3.9	3.9	3.8	4.3	§	3.2
BAND OF AMERICA	3.5	3.3	3.6	3.7	§	§§	CARNEGIE HALL	2.8	2.6	§§	4.5	§§	§§
BETTY CROCKER MAGAZINE OF THE AIR	3.2	2.9	3.2	3.9	2.9	3.2	CHECKERBOARD JAMBOREE	2.1	§	§	2.3	§§	§§
BIG SISTER	6.4	6.6	7.4	6.2	6.3	3.8	CHORALIERS	2.1	1.7	2.5	2.6	3.1	2.3
BIG STORY	9.8	9.1	10.9	10.4	12.1	8.8	CLUB TIME	2.1	1.8	3.1	§	§	§
BIG TOWN	8.3	7.0	10.4	9.9	10.9	6.1	CONTENTED PROGRAM	4.8	4.3	4.9	4.6	6.9	6.0
BILL STERN	4.6	4.8	3.8	4.8	§	4.1	COUNTERSPY	6.0	5.7	6.5	5.8	4.9	6.0
							CRIME PHOTOGRAPHER (Program sponsored by Toni, Inc. May thru July. Sponsored by Philip Morris Aug. thru Sept.)	10.7	10.4	10.7	12.3	11.4	9.2



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
PROGRAM NAME	OVER-ALL Average	By Individual Areas					PROGRAM NAME	OVER-ALL Average	By Individual Areas				
		East	North Central	South	Moun- tain	Pacific			East	North Central	South	Moun- tain	Pacific
RTAIN TIME	8.8	7.6	9.5	9.6	12.2	9.9	FRED WARING SHOW (Sat. A.M.)	2.8	2.2	3.1	3.3	§	3.2
RT MASSEY TIME (Program broadcast June 6 thru Sept.)	2.5	2.2	3.7	2.1	§	2.5	FRONT PAGE FARRELL	4.0	4.0	3.7	4.9	3.6	3.7
VID HARUM	3.0	2.9	3.7	1.6	3.1	§§	GABRIEL HEATTER (Mon.)	2.8	2.9	2.6	1.7	§	4.0
. CHRISTIAN	7.5	7.4	8.3	7.6	10.8	4.6	GABRIEL HEATTER (Wed.) (Program broadcast Wed. & Fri. May thru July 6. Wed. only July 20 thru Sept.)	3.0	2.7	3.2	2.3	§	4.3
. I. Q.	5.9	4.8	5.7	6.5	6.3	9.3	GALEN DRAKE	2.3	2.0	2.1	2.4	3.4	3.6
ROTHY DIX	1.7	1.4	2.1	2.4	§§	§§	GENE AUTRY SHOW	5.1	4.8	5.5	5.3	5.8	4.9
UBLE OR NOTHING	3.6	2.2	3.7	5.1	9.1	3.9	GIVE AND TAKE	5.3	4.3	6.0	5.5	§	5.9
EW PEARSON (Program sponsored by Lee Hat Co. May thru Aug. Sponsored by Adam Hat Stores, Inc. in Sept.)	6.1	5.7	4.6	7.0	§	7.0	GRAND CENTRAL STATION	6.4	6.0	6.2	5.4	§	7.5
IC SEVAREID AND THE NEWS	2.9	2.7	3.4	2.1	2.9	§§	GRAND OLE OPRY	5.2	3.6	5.5	5.9	9.2	7.5
WIN D. CANHAM - NEWS	1.5	1.7	1.4	0.8	§	1.2	GRAND SLAM	5.4	5.6	7.6	2.4	§	2.2
MILY HOUR OF STARS	3.3	3.2	3.7	2.8	3.5	3.7	GUIDING LIGHT	5.7	6.0	6.7	3.9	6.4	4.7
T MAN, THE	9.3	8.5	9.4	10.4	12.6	8.8	HENRY J. TAYLOR	1.9	1.4	1.7	2.7	§	2.7
RST NIGHTER	8.6	7.9	9.6	8.7	11.0	8.0	HENRY MORGAN (Program broadcast July 6 thru Sept.)	8.3	7.0	8.0	10.8	§	10.0
SHING AND HUNTING CLUB OF THE AIR	1.5	1.5	1.4	1.7	§§	1.5	HILLTOP HOUSE	2.3	2.3	3.0	1.4	3.4	§§
ED WARING SHOW (Thurs. P.M.)	4.8	4.0	5.7	4.9	6.3	5.4	HIT THE JACKPOT	5.6	4.4	7.4	5.9	7.8	5.5



§ Insufficient for reporting.

§§ Not broadcast in designated area.

"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1949 THRU SEPTEMBER, 1949

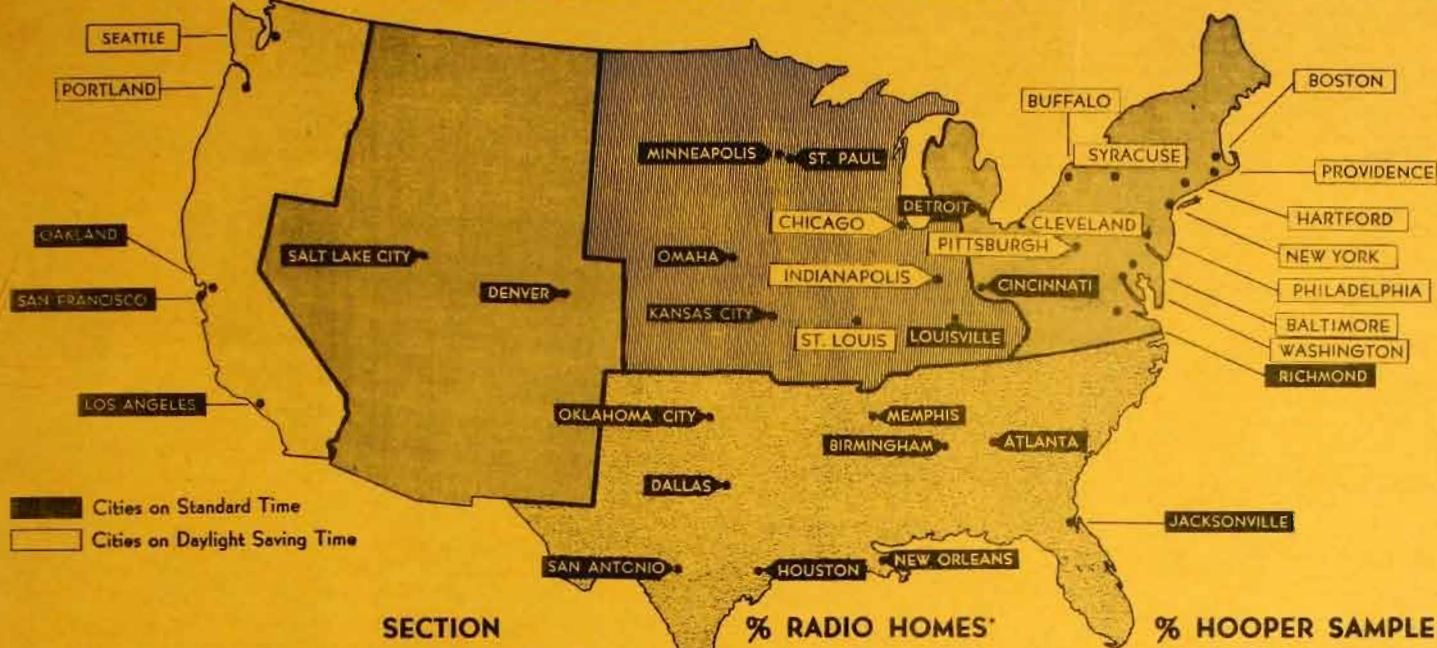
ALPHABETIC INDEX		HOOPERATINGS					ALPHABETIC INDEX		HOOPERATINGS				
PROGRAM NAME	OVER-ALL Average	By Individual Areas					PROGRAM NAME	OVER-ALL Average	By Individual Areas				
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific
HORACE HEIDT SHOW (Formerly listed as "Philip Morris Night with Horace Heidt")	9.0	6.7	9.8	9.3	13.0	13.9	LORENZO JONES	5.4	4.5	4.5	8.4	5.3	5.5
HORMEL GIRLS CORPS	1.5	1.4	2.0	1.2	§	2.0	LOUELLA PARSONS (*Includes second broadcast (DLBS) on Pacific coast - May thru June)	8.0 *8.3	8.8	6.2	9.4	§	7.4 *9.4
HOUSE OF MYSTERY	5.1	4.0	6.0	5.5	8.5	5.4	LUTHERAN HOUR	1.2	0.7	1.8	1.6	1.1	1.6
H. V. KALTENBORN (M-W-F) Richard Harkness (T-T)	4.2	2.8	3.8	5.7	§§	§§	MA PERKINS	7.4	6.1	8.1	6.4	9.5	5.1
INNER SANCTUM	8.5	7.4	8.2	8.8	12.9	10.7	MARY LEE TAYLOR	2.9	2.2	3.6	4.3	§	1.3
JACK BERCH	2.6	2.2	2.0	4.0	4.7	2.5	MONDAY MORNING HEADLINES	4.7	3.9	4.2	4.9	§	6.7
JIMMIE FIDLER	4.7	4.0	4.9	5.8	§	4.9	MR. AND MRS. NORTH	8.1	7.4	9.1	9.5	7.6	7.2
JOHNS-MANVILLE NEWS	2.3	2.1	2.3	2.5	3.1	2.2	MR. CHAMELEON	8.9	8.5	9.0	9.0	10.4	§§
JUNIOR MISS	5.4	5.4	5.6	5.1	§	7.5	MR. DISTRICT ATTORNEY	10.5	9.4	11.5	12.9	10.1	8.9
JUST PLAIN BILL	4.3	3.7	3.9	6.8	4.8	4.0	MR. KEEN, TRACER OF LOST PERSONS	10.3	10.5	13.1	10.6	9.4	7.4
LAWRENCE WELK SHOW (Program broadcast June 1 thru Sept.)	2.3	1.7	2.5	§	§	2.9	MUSIC HALL	5.4	5.4	5.0	5.9	6.6	5.1
LET'S PRETEND	4.6	4.4	5.3	4.5	§	3.1	MYSTERY THEATRE	8.3	7.4	9.2	8.9	10.1	8.1
LIFE CAN BE BEAUTIFUL	4.0	2.9	3.8	6.7	8.0	2.8	MY TRUE STORY (Libby) (Program broadcast Mon. thru Fri. May thru June 6 broadcast M-W-F July 1 thru Sept.)	5.2	4.8	5.3	5.6	7.0	5.1
LIGHT OF THE WORLD	3.7	2.6	3.1	5.7	10.4	4.1	MY TRUE STORY (Sterling Drug, Inc.) (Program broadcast June 7 thru Sept.)	5.5	5.4	5.5	5.9	§	5.1
LONE RANGER	6.5	6.5	6.5	7.5	5.7	6.0							
LORA LAWTON	2.2	2.2	1.8	2.6	2.4	2.0							



§ Insufficient for reporting.

§§ Not broadcast in designated area.

THE 36 HOOPER SURVEY CITIES



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.



The Ohio State University



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HOOPERATINGS

Continuous Broadcast Audience
Measurements Reporting UNI-
FORMLY and COMPARATIVELY
on Network Radio, Local Radio
Local TV and Network TV.



IMPORTANT NOTICE

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

SUBJECT: Change in method of reporting UNIFORM NETWORK COMPETITION

A refinement has been made in our method of reporting UNIFORM NETWORK COMPETITION (by separate 15 minute periods) on 30,45 or 60 minute programs which encounter sponsored network competition from programs occupying less broadcast time.

For example:

This Report (November-December 1946) SUSPENSE (CBS 8:00-8:30 P.M.) has the following network competition:

	<u>ABC</u>	<u>MBS</u>	<u>NBC</u>
8:00-8:15 P.M.	Lum & Abner	"Various Escapes"	Aladdin Parody
8:15-8:30 P.M.	Monitor Views News	"	"

For the 8:00-8:15 P.M. period Network Competition is uniform in 23 cities but for the 8:15-8:30 P.M. period the competition is uniform in but 19 cities. Suspense's UNIFORM NETWORK COMPETITION INDEX for both the charted 15 minute periods is therefore based on 19 cities.

NOTE: In the Uniform Network Competition section of "Comprehensive Hooperations" (July-August 1946) the handling differed from the above.

The first quarter hour of SUSPENSE would have used 23 cities as the Uniform Competition City base and the second quarter hour would have used 19 cities.

The new procedure will be adhered to as "standard" in future reports.

The Ohio State University



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HOOPERATINGS

Continuous Broadcast Audience
Measurements Reporting UNI-
FORMLY and COMPARATIVELY
on Network Radio, Local Radio
Local TV and Network TV.

