



SPECIAL HOOPER RADIO AUDIENCE INDEX

MILWAUKEE, WIS.

AUGUST 15 - 21, 1955

SHARE OF RADIO AUDIENCE *

<u>TIME PERIOD</u>	<u>RADIO SETS</u>									<u>OTHER</u>	<u>SAMPLE</u>
	<u>IN-USE**</u>	<u>WEMP</u>	<u>WFOX</u>	<u>WISN</u>	<u>WMIL</u>	<u>WOKY</u>	<u>WRIT</u>	<u>WEMJ</u>	<u>AM-PM</u>	<u>SIZE</u>	
MONDAY THRU SATURDAY 7:00 A.M.-12:00 NOON	11.7	18.4	††	5.3	6.0	17.3	18.0	19.5	15.4	3,064	
MONDAY THRU SATURDAY 12:00 NOON-6:00 P.M.	16.6	18.1	3.7	4.3	7.3	18.1	13.8	25.7	9.0	3,503	
SUNDAY THRU SATURDAY 8:00 A.M.-6:00 P.M.	14.6	18.6	2.4	5.2	6.2	17.3	14.4	25.7	10.1	7,012	

* BASE: Total Radio Station Identifications.

** BASE: Total Homes Called.

†† Less than 0.1

Prepared for Radio Station WRIT



HOOPER RADIO AUDIENCE INDEX

City Zone

CITY: MILWAUKEE, WIS.

MONTH: NOVEMBER, 1955

SHARE OF RADIO AUDIENCE

	(CBS)					(NBC)					OTHER AM & FM	SAMPLE SIZE	
	RADIO SETS IN USE	WEMP	WPOX	WISN	WMIL	WOKY	WRIT	WTMJ					
MONDAY THRU FRIDAY 7:00 A.M. - 12:00 NOON	16.3	14.6	2.3	8.7	4.7	26.7	10.1	22.0				10.9	5,037
MONDAY THRU FRIDAY 12:00 NOON - 6:00 P.M.	15.5	9.4	3.8 †	8.1	10.7 †	26.4	19.0	17.4				8.6	5,755

† The above measurements are adjusted to compensate for the fact that Radio Stations WPOX and WMIL sign off at 4:30 P.M. in November.

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

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

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

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