

MARCH, 1949

OLYMPIA, WASHINGTON

CONLAN



MARCH, 1949

STUDY OF LISTENING HABITS

OLYMPIA, WASHINGTON

ROBERT S. CONLAN AND ASSOCIATES
I N C O R P O R A T E D

STUDY OF LISTENING HABITS

ROBERT S. CONLAN AND ASSOCIATES

INCORPORATED

STANDARD PROCEDURE
PERSONAL-INTERVIEW IMMEDIATE RECALL SURVEYS

DISTRIBUTION OF INTERVIEWS:

THE INTERVIEWS ARE MADE IN HOMES, WITH THE FOLLOWING APPROXIMATE ECONOMIC DISTRIBUTION:

"A" - HIGH INCOME	5%
"B" - UPPER MEDIUM INCOME	25
"C" - LOWER MEDIUM INCOME	40
"D" - LOW INCOME	30

INTERVIEW SCHEDULE:

INTERVIEWERS WORK UNDER THE SUPERVISION OF A STAFF SUPERVISOR, WITH THE FOLLOWING SCHEDULE:

<u>PERIOD SURVEYED</u>	<u>INTERVIEW SCHEDULE</u>
7 AM TO 12 NOON	12 NOON TO 2 PM - SAME DAY
12 NOON TO 6 PM	6 PM TO 8 PM - SAME DAY
6 PM TO 8 PM	8 PM TO 9 PM - SAME DAY
8 PM TO 11 PM	9 AM TO 11 AM - NEXT DAY

QUESTIONS:

THE QUESTIONS ASKED ARE:

- 1 - "TO WHAT RADIO OR TELEVISION STATION AND PROGRAM WERE YOU OR MEMBERS OF YOUR FAMILY LISTENING THIS MORNING (AFTERNOON, EVENING, ETC.)?"
- 2 - "DO YOU HAVE A TELEVISION RECEIVER?"
- 3 - "IS YOUR RADIO EQUIPPED TO RECEIVE FM?"

RESPONDENTS ANSWERING IN THE AFFIRMATIVE TO QUESTION 3 ARE THEN ASKED IF ANY OF THE PROGRAMS PREVIOUSLY MENTIONED DURING THE INTERVIEW WERE HEARD ON FM.

RATINGS:

RATINGS AND POTENTIAL AUDIENCE PERCENTAGES ARE BASED ON BASIC RESPONSES, WHICH ARE THE COMPLETED INTERVIEWS COMBINED WITH THE REPORTS OF PERSONS "NOT AT HOME" DURING THE PREVIOUS PERIOD SURVEYED.

TO DETERMINE DAILY RATINGS, MULTIPLY THE PERCENT OF LISTENING AUDIENCE (DISTRIBUTION OF LISTENING HOMES AMONG STATIONS) BY THE PERCENT OF SETS IN USE (PERCENT OF POTENTIAL AUDIENCE)

RATINGS MAY BE APPLIED TO THE TOTAL NUMBER OF RADIO HOMES IN AN AREA TO DETERMINE THE TOTAL ESTIMATED AUDIENCE.

ABNORMAL CONDITIONS:

SURVEY PERIODS DURING WHICH SPECIAL EVENTS, UNUSUAL WEATHER CONDITIONS, LOCAL POWER FAILURE OR OTHER CONDITIONS MIGHT AFFECT THE NORMAL LISTENING PATTERN WILL ORDINARILY BE RE-SURVEYED AT COMPARABLE PERIODS DURING THE FOLLOWING WEEK.

ROBERT S. CONLAN AND ASSOCIATES, INC.

PROBATION DEPARTMENT
STATE OF NEW YORK

DISTRIBUTION
OF THIS REVIEW

The following are the names of the persons who have been reviewed and the names of the persons who have reviewed them:

- * 1 - Mr. [Name]
- * 2 - Mr. [Name]
- * 3 - Mr. [Name]
- * 4 - Mr. [Name]
- * 5 - Mr. [Name]

INTERVIEW
REPORT

EVALUATION REPORT SHOWS THE RESULTS OF A REEF TEST
CONDUCTED AT [Location] ON [Date]

RECOMMENDATIONS

- 1. [Text]
- 2. [Text]
- 3. [Text]
- 4. [Text]
- 5. [Text]

REMARKS

The following remarks were made:

1. The subject should be instructed regarding the proper use of the equipment and the importance of maintaining accurate records.

2. The subject should be instructed regarding the proper use of the equipment and the importance of maintaining accurate records.

3. The subject should be instructed regarding the proper use of the equipment and the importance of maintaining accurate records.

INITIALS

Signature of [Name] [Date]

Signature of [Name] [Date]

Signature of [Name] [Date]

APPROVED
DATE

Signature of [Name] [Date]

ROBERT S. CONLAN *and Associates*
INCORPORATED
RADIO AUDIENCE SURVEYS
928 MAIN STREET KANSAS CITY 6, MISSOURI

APRIL 21, 1949

TO OUR SPONSORS
AND SUBSCRIBERS

GENTLEMEN:

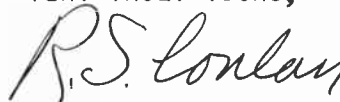
WE SUBMIT, HERewith, OUR REPORT ON THE STUDY OF LISTENING HABITS MADE IN OLYMPIA, WASHINGTON DURING THE WEEK OF MARCH 20, 1949, FOLLOWING OUR USUAL STANDARD PROCEDURE, AS DESCRIBED HEREIN.

UNUSUAL WEATHER, SPECIAL EVENTS OR LOCAL CONDITIONS WHICH MIGHT AFFECT THE NORMAL LISTENING PATTERN IN YOUR AREA, ARE DESCRIBED IN THE PROGRAM SECTION OF THIS REPORT.

PROGRAM SCHEDULES WERE FURNISHED BY THE STATION.

PUBLICATION, QUOTATION, OR REPRODUCTION OF THIS REPORT, IN WHOLE OR IN PART, IS FORBIDDEN EXCEPT TO AUTHORIZED RADIO STATIONS AND THEIR REPRESENTATIVES, WHEN SPECIFICALLY INDICATED AS SUCH ON PAGE 2. THE UNAUTHORIZED USE OF THIS REPORT CONSTITUTES LIABILITY FOR FULL PUBLISHED PARTICIPATION CHARGE.

VERY TRULY YOURS,



ROBERT S. CONLAN

RSC/IP

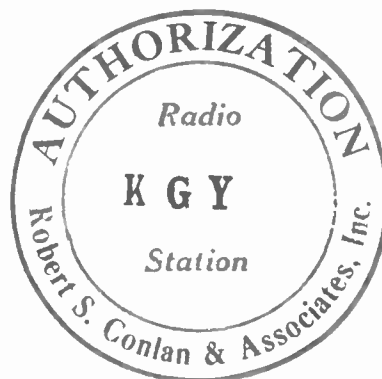
S U M M A R Y

	<u>MORNING PERIODS</u>	<u>AFTERNOON PERIODS</u>	<u>EVENING PERIODS</u>	<u>ENTIRE SURVEY</u>
RESPONSES	2,860	3,936	3,300	10,096
LISTENING HOMES	537	814	1,056	2,407
% OF POTENTIAL AUDIENCE	18.8%	20.7%	32.0%	23.8%

DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:

K G Y - OLYMPIA	48.8%	46.6%	29.3%	39.5%
K I R O - SEATTLE	26.4	23.4	26.2	25.3
K J R - SEATTLE	11.4	4.8	12.3	9.5
K M O - TACOMA	1.3	3.7	.7	1.8
K O M O - SEATTLE	5.8	11.5	22.3	15.0
K V I - SEATTLE	3.9	6.1	5.5	5.4
OTHER STATIONS	2.4	3.9	3.7	3.5

SURVEY PERIODS: MONDAY THROUGH FRIDAY 7:00 A.M. TO 11:00 P.M.
 SUNDAY 12:00 M TO 11:00 P.M.



STATION RATINGS

MONDAY THROUGH FRIDAY

<u>PERIOD</u>	<u>RES- PONSES</u>	<u>LIST'G HOMES</u>	<u>KGY</u>	<u>KIRO</u>	<u>KJR</u>	<u>KOMO</u>	<u>OTHER</u>	
7:00- 7:15 AM	120	14	11.7	5.0	2.5	1.7	1.7	.8
7:15- 7:30	120	13	10.8	4.2	4.2	.8	.8	.8
7:30- 7:45	120	15	12.5	5.0	2.4	1.7	1.7	1.7
7:45- 8:00	120	17	14.2	6.7	3.4	2.5	.8	.8
8:00- 8:15 AM	120	24	20.0	9.2	5.8	2.5	.8	1.7
8:15- 8:30	120	26	21.7	10.0	7.5	1.7	.8	1.7
8:30- 8:45	120	28	23.3	11.7	6.7	2.4	.8	1.7
8:45- 9:00	120	24	20.0	10.0	4.9	1.7	1.7	1.7
9:00- 9:15 AM	120	27	22.5	12.5	5.0	2.5	.8	1.7
9:15- 9:30	120	24	20.0	10.8	4.2	1.7	.8	2.5
9:30- 9:45	120	26	21.7	10.0	6.7	3.4	.8	.8
9:45-10:00	120	22	18.3	9.2	5.0	1.7	.8	1.6
10:00-10:15 AM	120	24	20.0	8.3	5.8	3.4	.8	1.7
10:15-10:30	120	21	17.5	7.5	4.2	1.7	1.7	2.4
10:30-10:45	120	23	19.2	10.0	5.0	2.5	.9	.8
10:45-11:00	120	21	17.5	8.3	3.3	1.7	1.7	2.5
11:00-11:15 AM	120	23	19.2	9.2	5.8	1.7	1.7	.8
11:15-11:30	120	25	20.8	10.8	6.7	1.7	.8	.8
11:30-11:45	120	27	22.5	12.5	5.0	3.4	.8	.8
11:45-12:00 M	120	29	24.2	13.3	5.8	2.5	.9	1.7
12:00-12:15 PM	118	30	25.4	11.9	6.8	1.7	2.5	2.5
12:15-12:30	118	32	27.1	12.7	6.0	.8	4.2	3.4
12:30-12:45	118	31	26.3	11.0	7.6	.8	2.6	4.3
12:45- 1:00	118	33	28.0	13.6	5.1	.8	3.4	5.1
1:00- 1:15 PM	118	32	27.1	11.0	7.6	.8	2.6	5.1
1:15- 1:30	118	25	21.2	8.5	5.1	.8	3.4	3.4
1:30- 1:45	118	22	18.6	6.8	6.0	.8	2.5	2.5
1:45- 2:00	118	24	20.3	9.3	4.2	.8	3.4	2.6
2:00- 2:15 PM	118	21	17.8	7.6	4.3	.8	1.7	3.4
2:15- 2:30	118	22	18.6	9.3	3.4	.9	2.5	2.5
2:30- 2:45	118	20	17.0	7.6	2.6	1.7	2.6	2.5
2:45- 3:00	118	23	19.5	10.2	4.3	.8	2.5	1.7

STATION RATINGS, CONTINUED:

<u>PERIOD</u>	<u>RES- PONSES</u>	<u>LIST'G HOMES</u>	<u>KGY</u>	<u>KIRO</u>	<u>KJR</u>	<u>KOMO</u>	<u>OTHER</u>
3:00- 3:15 PM	118	24 20.3	11.0	3.4	.8	2.6	2.5
3:15- 3:30	118	23 19.5	10.2	2.5	1.7	3.4	1.7
3:30- 3:45	118	20 17.0	7.6	3.4	.8	2.6	2.6
3:45- 4:00	118	25 21.2	11.0	5.1	.8	1.7	2.6
4:00- 4:15 PM	118	23 19.5	10.2	4.2	.9	1.7	2.5
4:15- 4:30	118	24 20.3	11.9	3.4	.8	2.5	1.7
4:30- 4:45	118	20 17.0	6.8	4.2	.9	1.7	3.4
4:45- 5:00	118	22 18.6	8.5	5.1	.8	1.7	2.5
5:00- 5:15 PM	118	19 16.1	6.8	4.2	.9	1.7	2.5
5:15- 5:30	118	20 17.0	7.6	5.1	.9	1.7	1.7
5:30- 5:45	118	24 20.3	8.5	6.8	1.7	.8	2.5
5:45- 6:00	118	26 22.0	11.0	5.1	1.7	1.7	2.5
6:00- 6:15 PM	119	31 26.1	7.6	7.6	4.2	4.2	2.5
6:15- 6:30	119	32 26.9	10.1	5.0	3.4	5.0	3.4
6:30- 6:45	119	29 24.4	6.7	7.6	1.7	6.7	1.7
6:45- 7:00	119	32 26.9	8.4	9.3	2.5	5.0	1.7
7:00- 7:15 PM	119	35 29.4	8.4	8.4	2.5	7.6	2.5
7:15- 7:30	119	37 31.1	10.9	10.1	1.7	6.7	1.7
7:30- 7:45	119	41 34.5	12.6	9.3	2.5	5.9	4.2
7:45- 8:00	119	39 32.8	10.1	8.4	3.4	7.6	3.3
8:00- 8:15 PM	119	43 36.1	11.8	9.2	5.0	7.6	2.5
8:15- 8:30	119	44 37.0	10.1	10.1	4.2	8.4	4.2
8:30- 8:45	119	46 38.7	12.6	10.9	3.4	10.1	1.7
8:45- 9:00	119	45 37.8	10.9	8.4	5.9	8.4	4.2
9:00- 9:15 PM	119	48 40.3	10.1	11.8	5.0	9.2	4.2
9:15- 9:30	119	47 39.5	8.4	10.1	6.7	10.1	4.2
9:30- 9:45	119	43 36.1	10.9	9.2	4.2	8.4	3.4
9:45-10:00	119	38 31.9	9.2	7.6	5.0	7.6	2.5
10:00-10:15 PM	119	39 32.8	8.4	7.6	5.9	6.7	4.2
10:15-10:30	119	35 29.4	7.6	5.9	6.7	5.0	4.2
10:30-10:45	119	28 23.5	6.7	5.9	1.7	5.9	3.3
10:45-11:00	119	24 20.2	5.1	4.2	2.5	5.1	3.3

7:00 TO 8:00 A.M.

	<u>MON</u>	<u>TUE</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>	<u>SAT</u>
RESPONSES	88	96	100	92	104	92
LISTENING HOMES	11	13	14	11	10	11
% OF POTENTIAL AUDIENCE	12.5%	13.5%	14.0%	12.0%	9.6%	12.0%
<u>DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:</u>						
K G Y	36.4%	46.1%	42.9%	45.5%	40.0%	36.4%
K I R O	27.3	23.1	28.6	27.3	20.0	18.2
K J R	9.1	15.4	14.3	18.1	10.0	18.2
K O M O	18.1	7.7	7.1	9.1	10.0	9.1
OTHER	9.1	7.7	7.1	0	20.0	18.1

8:00 TO 9:00 A.M.

	<u>MON</u>	<u>TUE</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>	<u>SAT</u>
RESPONSES	88	96	100	92	104	92
LISTENING HOMES	18	21	22	21	20	17
% OF POTENTIAL AUDIENCE	20.5%	21.9%	22.0%	22.8%	19.2%	18.5%
<u>DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:</u>						
K G Y	44.4%	52.4%	50.0%	47.6%	45.0%	47.0%
K I R O	27.8	28.5	22.7	33.3	35.0	35.3
K J R	11.1	9.5	13.6	4.8	10.0	11.8
K O M O	5.6	4.8	4.6	4.8	5.0	5.9
OTHER	11.1	4.8	9.1	9.5	5.0	0

9:00 TO 10:00 A.M.

	<u>MON</u>	<u>TUE</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>	<u>SAT</u>
RESPONSES	88	96	100	92	104	92
LISTENING HOMES	19	18	21	19	22	19
% OF POTENTIAL AUDIENCE	21.6%	18.8%	21.0%	20.7%	21.2%	20.7%
<u>DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:</u>						
K G Y	47.4%	55.6%	52.4%	47.4%	54.5%	57.9%
K I R O	26.3	22.2	23.8	31.6	22.7	26.3
K J R	10.5	16.7	9.5	10.5	9.1	10.5
K O M O	5.3	0	4.8	5.3	4.6	0
OTHER	10.5	5.5	9.5	5.2	9.1	5.3

10:00 TO 11:00 A.M.

	<u>MON</u>	<u>TUE</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>	<u>SAT</u>
RESPONSES	88	96	100	92	104	92
LISTENING HOMES	16	17	19	18	19	18
% OF POTENTIAL AUDIENCE	18.2%	17.7%	19.0%	19.6%	18.3%	19.6%
<u>DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:</u>						
K G Y	43.8%	41.2%	42.1%	55.6%	47.4%	50.0%
K I R O	25.0	29.4	26.3	16.7	26.3	22.2
K J R	12.5	11.8	15.8	11.1	10.5	11.1
K O M O	6.2	5.8	10.5	5.5	5.3	11.1
OTHER	12.5	11.8	5.3	11.1	10.5	5.6

11:00 A.M. TO 12:00 M

	<u>MON</u>	<u>TUE</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>	<u>SAT</u>
RESPONSES	88	96	100	92	104	92
LISTENING HOMES	19	22	21	20	22	19
% OF POTENTIAL AUDIENCE	21.6%	22.9%	21.0%	21.7%	21.2%	20.7%
<u>DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:</u>						
K G Y	52.6%	50.0%	57.1%	45.0%	59.1%	47.4%
K I R O	21.1	31.8	23.8	30.0	27.3	26.3
K J R	10.5	13.6	9.5	10.0	9.1	10.5
K O M O	5.3	4.6	4.8	5.0	4.5	5.3
OTHER	10.5	0	4.8	10.0	0	10.5

12:00 M TO 1:00 P.M.

	<u>SUN</u>	<u>MON</u>	<u>TUE</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>	<u>SAT</u>
RESPONSES	100	96	92	104	88	92	84
LISTENING HOMES	18	25	23	28	23	27	22
% OF POTENTIAL AUDIENCE	18.0%	26.0%	25.0%	26.9%	26.1%	29.3%	26.2%
<u>DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:</u>							
K G Y	44.5%	48.0%	47.8%	46.4%	43.5%	44.5%	45.4%
K I R O	22.2	20.0	21.7	25.0	26.1	25.9	22.7
K J R	0	4.0	4.3	3.6	4.3	3.7	4.6
K O M O	11.1	12.0	13.1	14.3	8.7	11.1	9.1
OTHER	22.2	16.0	13.1	10.7	17.4	14.8	18.2

1:00 TO 2:00 P.M.

	<u>SUN</u>	<u>MON</u>	<u>TUE</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>	<u>SAT</u>
RESPONSES	100	96	92	104	88	92	84
LISTENING HOMES	20	21	20	22	19	21	18
% OF POTENTIAL AUDIENCE	20.0%	21.9%	21.7%	21.2%	21.6%	22.8%	21.4%
<u>DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:</u>							
K G Y	55.0%	42.9%	40.0%	45.5%	36.8%	38.1%	44.4%
K I R O	20.0	19.0	30.0	22.7	31.6	28.6	22.2
K J R	0	4.8	5.0	4.6	0	4.7	5.6
K O M O	10.0	19.0	10.0	13.6	10.5	14.3	11.1
OTHER	15.0	14.3	15.0	13.6	21.1	14.3	16.7

2:00 TO 3:00 P.M.

	<u>SUN</u>	<u>MON</u>	<u>TUE</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>	<u>SAT</u>
RESPONSES	100	96	92	104	88	92	84
LISTENING HOMES	18	16	17	18	16	19	15
% OF POTENTIAL AUDIENCE	18.0%	16.7%	18.5%	17.3%	18.2%	20.7%	17.9%
<u>DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:</u>							
K G Y	55.5%	43.8%	47.1%	50.0%	43.8%	52.6%	46.7%
K I R O	16.7	25.0	17.6	22.2	18.7	15.8	20.0
K J R	5.6	6.2	5.9	5.6	6.3	5.3	0
K O M O	11.1	12.5	11.8	11.1	18.7	10.5	20.0
OTHER	11.1	12.5	17.6	11.1	12.5	15.8	13.3

3:00 TO 4:00 P.M.

	<u>SUN</u>	<u>MON</u>	<u>TUE</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>	<u>SAT</u>
RESPONSES	100	96	92	104	88	92	84
LISTENING HOMES	22	19	16	20	19	18	15
% OF POTENTIAL AUDIENCE	22.0%	19.8%	17.4%	19.2%	21.6%	19.6%	17.9%
<u>DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:</u>							
K G Y	50.0%	52.6%	43.8%	55.0%	57.9%	44.4%	53.3%
K I R O	22.7	15.8	18.8	20.0	15.8	22.2	20.0
K J R	4.6	5.3	6.2	5.0	5.3	5.6	6.7
K O M O	9.1	15.8	12.5	10.0	10.5	16.7	6.7
OTHER	13.6	10.5	18.7	10.0	10.5	11.1	13.3

4:00 TO 5:00 P.M.

	<u>SUN</u>	<u>MON</u>	<u>TUE</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>	<u>SAT</u>
RESPONSES	100	96	92	104	88	92	84
LISTENING HOMES	23	18	17	19	16	19	17
% OF POTENTIAL AUDIENCE	23.0%	18.8%	18.5%	18.3%	18.2%	20.7%	20.2%
<u>DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:</u>							
K G Y	39.1%	44.4%	47.1%	52.6%	56.3%	47.4%	47.1%
K I R O	34.8	27.8	17.6	26.3	18.7	21.1	23.5
K J R	4.4	5.6	5.9	5.3	0	5.2	5.8
K O M O	13.0	11.1	11.8	5.3	12.5	10.5	11.8
OTHER	8.7	11.1	17.6	10.5	12.5	15.8	11.8

5:00 TO 6:00 P.M.

	<u>SUN</u>	<u>MON</u>	<u>TUE</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>	<u>SAT</u>
RESPONSES	100	96	92	104	88	92	84
LISTENING HOMES	23	16	18	20	17	18	18
% OF POTENTIAL AUDIENCE	23.0%	16.7%	19.6%	19.2%	19.3%	19.6%	21.4%
<u>DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:</u>							
K G Y	39.1%	43.8%	44.5%	45.0%	41.2%	50.0%	44.4%
K I R O	26.1	31.3	22.2	35.0	23.5	27.7	27.8
K J R	8.7	6.2	11.1	5.0	5.9	5.6	5.6
K O M O	13.1	6.2	11.1	5.0	11.8	5.6	11.1
OTHER	13.0	12.5	11.1	10.0	17.6	11.1	11.1

6:00 TO 7:00 P.M.

	<u>SUN</u>	<u>MON</u>	<u>TUE</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>	<u>SAT</u>
RESPONSES	104	96	104	92	96	88	80
LISTENING HOMES	33	24	26	25	26	23	19
% OF POTENTIAL AUDIENCE	31.7%	25.0%	25.0%	27.2%	27.1%	26.1%	23.8%
<u>DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:</u>							
K G Y	30.3%	29.2%	30.8%	32.0%	34.6%	30.4%	26.3%
K I R O	27.3	37.5	23.1	28.0	26.9	26.1	31.6
K J R	15.1	8.3	11.5	12.0	11.6	13.1	10.5
K O M O	18.2	16.7	26.9	20.0	15.4	21.7	21.1
OTHER	9.1	8.3	7.7	8.0	11.5	8.7	10.5

7:00 TO 8:00 P.M.

	<u>SUN</u>	<u>MON</u>	<u>TUE</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>	<u>SAT</u>
RESPONSES	104	96	104	92	96	88	80
LISTENING HOMES	43	34	33	25	31	29	22
% OF POTENTIAL AUDIENCE	41.3%	35.4%	31.7%	27.2%	32.3%	33.0%	27.5%
<u>DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:</u>							
K G Y	27.9%	32.4%	24.2%	36.0%	32.3%	41.4%	31.8%
K I R O	25.6	35.3	30.3	24.0	25.8	24.1	27.3
K J R	9.3	5.9	9.1	8.0	9.7	6.9	9.1
K O M O	27.9	17.6	27.3	20.0	22.5	20.7	22.7
OTHER	9.3	8.8	9.1	12.0	9.7	6.9	9.1

8:00 TO 9:00 P.M.

	<u>SUN</u>	<u>MON</u>	<u>TUE</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>	<u>SAT</u>
RESPONSES	104	96	104	92	96	88	80
LISTENING HOMES	43	35	36	35	38	34	25
% OF POTENTIAL AUDIENCE	41.3%	36.5%	34.6%	38.0%	39.6%	38.6%	31.3%
<u>DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:</u>							
K G Y	32.5%	25.7%	33.3%	34.3%	29.0%	29.4%	32.0%
K I R O	23.3	34.3	25.0	22.9	26.3	20.6	24.0
K J R	11.6	11.4	11.1	14.2	7.9	17.6	12.0
K O M O	23.3	20.0	19.5	22.9	26.3	26.5	24.0
OTHER	9.3	8.6	11.1	5.7	10.5	5.9	8.0

9:00 TO 10:00 P.M.

	<u>SUN</u>	<u>MON</u>	<u>TUE</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>	<u>SAT</u>
RESPONSES	104	96	104	92	96	88	80
LISTENING HOMES	41	31	37	40	38	30	27
% OF POTENTIAL AUDIENCE	39.4%	32.3%	35.6%	43.5%	39.6%	34.1%	33.8%
<u>DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:</u>							
K G Y	26.8%	22.6%	27.0%	25.0%	29.0%	26.7%	25.9%
K I R O	31.7	35.5	24.4	20.0	26.3	26.7	25.9
K J R	12.2	9.7	10.8	17.5	13.2	20.0	14.9
K O M O	19.5	22.5	27.0	30.0	21.0	16.6	22.2
OTHER	9.8	9.7	10.8	7.5	10.5	10.0	11.1

10:00 TO 11:00 P.M.

	<u>SUN</u>	<u>MON</u>	<u>TUE</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>	<u>SAT</u>
RESPONSES	104	96	104	92	96	88	80
LISTENING HOMES	29	25	26	23	25	27	18
% OF POTENTIAL AUDIENCE	27.9%	26.0%	25.0%	25.0%	26.0%	30.7%	22.5%
<u>DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:</u>							
K G Y	27.6%	28.0%	19.3%	26.1%	32.0%	25.9%	27.8%
K I R O	24.1	24.0	26.9	21.7	24.0	14.8	22.2
K J R	13.8	12.0	19.3	17.4	12.0	18.6	16.7
K O M O	20.7	20.0	23.0	21.7	16.0	25.9	22.2
OTHER	13.8	16.0	11.5	13.1	16.0	14.8	11.1

K G Y P R O G R A M S C H E D U L EMARCH 20 THROUGH 26, 1949

- 7:00- 7:15 AM - MON THRU SAT: NEWS
7:15- 7:45 - MON THRU SAT: RISE AND SHINE
7:45- 8:00 - MON THRU FRI: SONGS OF PRAISE - SAT: NEWS
- 8:00- 8:15 AM - MON THRU FRI: CECIL BROWN
8:15- 8:30 - MON THRU FRI: VICTOR LINDLAHR
8:00- 8:30 - SAT: FUN & MONEY
8:30- 8:45 - MON THRU SAT: NEWS
8:45- 9:00 - MON THRU FRI: BREAKFAST TIME - SAT: OZARK VALLEY FOLKS
- 9:00- 9:15 AM - MON THRU FRI: KATE SMITH SPEAKS - SAT: GUEST STAR
9:15- 9:30 - MON THRU FRI: KATE SMITH SINGS - SAT: MORNING MELODIES
9:30- 9:45 - MON THRU SAT: NEWS
9:45-10:00 - MON THRU SAT: MUSIC
- 10:00-10:15 AM - MON THRU SAT: NEWS
10:15-10:30 - MON-WED-FRI: GOSPEL SINGER - TUE: GOSPEL SONGS
10:15-10:30 - THU: LANNY ROSS - SAT: TWO TON BAKER
10:30-10:45 - MON THRU FRI: ATTENTION LADIES
10:45-11:00 - SAT: SYMPHONIES FOR YOUTH
- 11:00-11:30 AM - MON THRU FRI: LADIES FIRST - SAT: SYMPHONIES FOR YOUTH
11:30-12:00 - MON THRU FRI: QUEEN FOR A DAY
11:30-11:45 - SAT: CHURCH
11:45-12:00 - SAT: BOY SCOUT PROGRAM
- 12:00-12:15 PM - SUN THRU SAT: SONS OF THE PIONEERS
12:15-12:30 - SUN: MICHAEL O'DUFFY - MON THRU SAT: NEWS
12:30-12:45 - SUN: WEATHER & LOCAL NEWS - MON THRU SAT: WEATHER
12:45- 1:00 - SUN: RAY BLOCK PRESENTS - MON THRU FRI: NEWS - SAT: PTA PROGRAM
- 1:00- 1:30 PM - SUN: HOUSE OF MYSTERY - SAT: COLLEGE CHOIR
1:00- 1:15 - MON: LANNY ROSS - TUE THRU FRI: UNITED NATIONS TODAY
1:15- 1:30 - MON THRU FRI: JOHNSON FAMILY
1:30- 2:00 - SUN: TRUE DETECTIVE MYSTERIES
1:30- 2:00 - MON THRU FRI: SAY IT WITH MUSIC - SAT: CAMPUS SALUTE
- 2:00- 2:30 PM - SUN: THE SHADOW - SAT: QUIZ SHOW
2:00- 2:15 - MON-TUE: RED CROSS - WED: OKSANA KOSENKINA
2:00- 2:15 - THU: AIME FARAND - FRI: MUSIC
2:15- 2:30 - MON THRU FRI: NEWS FROM FT. LEWIS
2:30- 3:00 - SUN: QUICK AS A FLASH - MON-WED-THU-FRI: MOVIE SHOW
2:30- 2:45 - TUE: SCHOOL PROGRAM - SAT: PRESTON SELLERS
2:45- 3:00 - TUE: NAVY BAND - SAT: BILL HARRINGTON
- 3:00- 3:30 PM - SUN: ROY ROGERS - MON THRU FRI: HAPPY GANG - SAT: WINGS OVER JORDAN
3:30- 4:00 - SUN: NICK CARTER - SAT: WINDY CITY
3:30- 3:45 - MON THRU FRI: MUSIC
3:45- 4:00 - MON THRU THU: GABRIEL HEATTER'S MAILBAG - FRI: DISC DATE

KGY PROGRAM SCHEDULE, CONTINUED:

- 4:00- 4:30 PM - SUN: PROUDLY WE HAIL
 4:00- 4:15 - MON THRU FRI: FULTON LEWIS, JR. - SAT: BILL SYMES
 4:15- 4:30 - MON THRU SAT: HEMMINGWAY NEWS
 4:30- 5:00 - SUN: REVIEWING STAND
 4:30- 4:45 - MON-WED-FRI: PASSING PARADE - TUE-THU: SCHOOL PROGRAM
 4:30- 4:45 - SAT: ROBERT SEIGRIST
 4:45- 5:00 - MON THRU FRI: NEWS - SAT: MEL ALLEN
- 5:00- 5:30 PM - SUN: MEDIATION BOARD - MON: DATE WITH DISC
 5:00- 5:30 - TUE-THU: STRAIGHT ARROW - WED-FRI: SUPERMAN - SAT: HAWAII CALLS
 5:30- 6:00 - SUN: ED. WILSON - SAT: TRUE OR FALSE
 5:30- 5:45 - MON THRU FRI: CAPTAIN MIDNIGHT
 5:45- 6:00 - MON THRU FRI: TOM MIX
- 6:00- 6:30 PM - SUN: UNDER ARREST - SAT: MEET THE PRESS
 6:00- 6:15 - MON THRU FRI: GABRIEL HEATTER
 6:15- 6:30 - MON-WED-FRI: LUCKY GUEST - TUE-THU: MUTUAL NEWSREEL (Hour)
 6:30- 6:45 - SUN: IN YOUR NAME - MON: FISHING & HUNTING CLUB - TUE: AIR FORCE
 6:30- 6:45 - WED: THEATRE - THU: H. S. HEADLINES - FRI: VIC DE GARMO
 6:45- 7:00 - SUN: CUNNINGHAM - MON THRU FRI: BILL HENRY
 6:30- 7:00 - SAT: SHEEN TALK
- 7:00- 7:30 PM - SUN: MAYOR OF THE TOWN - MON: AMERICAN FORUM
 7:00- 7:30 - TUE: MUSIC CONCERT - WED: PLAYHOUSE - THU: THE FALCON
 7:00- 7:30 - FRI: GREGORY HOOD - SAT: TAKE A NUMBER
 7:30- 7:45 - SUN: OLYMPIA REPORT - MON THRU THU: NEWS - SAT: GOSPEL
 7:45- 8:00 - SUN: DOWNING - MON THRU THU: MUSIC - SAT: PLANTATION JUBILEE
 7:30- 8:00 - FRI: NEWS
- 8:00- 8:30 PM - SUN: TWENTY QUESTIONS - MON: LET GEORGE DO IT - TUE: RONALD COLEMAN
 8:00- 8:30 - WED: WHAT'S NAME OF THAT SONG - THU: CHANDU, THE MAGICIAN
 8:00- 8:30 - FRI: STRIAIGHT ARROW - SAT: HAVEN OF HOPE
 8:30- 8:45 - SUN: WALTER WINCHELL - MON: SENATOR CAIN - WED: CHICK ROCKEY
 8:45- 9:00 - SUN: LOUELLA PARSONS - MON: MUSIC - WED: D. V. A. PROGRAM
 8:30- 9:00 - TUE: U. S. CONFERENCE OF MAYORS - THU: ST. MARTIN'S COLLEGE
 8:30- 9:00 - FRI: SONGS - SAT: ENCHANTED HOUR
- 9:00- 9:15 PM - SUN THRU SAT: NEWS
 9:15-10:00 - SUN: CONCERT HALL
 9:15- 9:30 - MON THRU FRI: FLEETWOOD LAWTON - SAT: TWILIGHT TIME
 9:30-10:00 - MON: FORUM - TUE: GUY LOMBARDO
 9:30-10:00 - THU: MYSTERY TRAVELER - SAT: EXPERIENCE
 9:30- 9:45 - WED: GEMS OF MELODY - FRI: MUSIC
 9:45-10:00 - WED: EDDIE DUCHIN - FRI: JIM AMECHE
- 10:00-11:00 PM - SUN: REVIVAL HOUR
 10:00-10:15 - MON THRU FRI: NEWS
 10:15-10:30 - MON: MUSIC BOX - TUE: MAGIC RHYTHM
 10:15-10:30 - WED: JOHN WOLOHAN - THU-FRI: ORCHESTRA
 10:00-10:30 - SAT: OAKIE ARMSTRONG
 10:30-11:00 - MON THRU FRI: OUT OF THE NIGHT - SAT: HOUSE OF BLUE LIGHT

