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## HOOPER STATION AUDIENCE INDEX

NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA. CITY:

City Zone

MONTHS: OCTOBER, 1949 THRU FEBRUARY, 1950

NORFOLK-PORTSMOUTH-NEWPORT NEWS AVERAGE RATING OF REPORTED STATIONS:

Total Coincidental Calls—This Period\_

Weekday Morning Weekday Afternoon 2.1 Evening.

SHARE OF BROADCAST AUDIENCE

TIME	HOMES USING SETS	WCAV	WGH+ WGH-FM (ABC)	WHYU	WLOW	WNOR	WRVA* WRVC (CBS)		WTAR+ WTAR=FM (NBC)	WVEC	FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	17.0	6.9	13.5	8•0	3.8	16 <sub>e</sub> 6	14.4	4,9	36.2	1.8	1,00	6,322
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	19-1	(10.9†)	9 <sub>6</sub> 2	(0.6†)	(2,9†)	14.8	15,4	6,3	39.0	(1.9†)	1.00	9,418
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	30.1		13.8			10.8	24.1	8,9	39,4		2.9	17,611
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	22.7	(5,3†)	14,4	(1.11)	(5,2†)	25.1	8.8	13.3	25,3	(1.7†)	1.6	3,779
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	18.0	(13,5†)	11.8	(0.6†)	(5,3†)	18.8	11.9	6,9	28•3	(2,4†)	1.9	6,342
TOTAL* RATED TIME PERIODS	NOT	REP	ORTE	B IN	N O R	FOLK				E W P O R T	NEWS	

The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU, WLOW, WVEC sign off at local sunset.

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<sup>&</sup>quot;SHARE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular state.

lar station. Base for "HOMES-USING-SETS" computation is "Total Homes Called". 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

<sup>\*</sup>Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes. The Code of Practice governing the use of "CITY HOOPERATINGS" applies to this "STATION AUDIENCE INDEX".



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### HOOPER STATION AUDIENCE INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: OCTOBER-NOVEMBER, 1949

Total Coincidental Calls-This Period\_

CHARE OF BROADCAST AUDIENCE

17,145

			SH	-IARE	OE RK	CADO	JASI.	AUDIE	NCE				
TIME	HOMES USING SETS	WCAV	WG H+ WG H-FM (ABC)	WHYU	WLOW	WNOR	WRVA (CBS)	WSAP+- WSAP-FM (MBS)	WTAR+	WVEC		FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	15.8	7,4	12.0	0.9	3.7	16.7	12.7	6,2	37.0	2,2		1.3	2,359
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	16.7	(7.9†)	10.4	(0.6†)	(1.8†)	16,4	17.0	5, 5	38.2	(2,8†)		1.1	3,741
EYENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	28.6		<b>13.</b> 5			11.0	23.8	8.9	40.4			2.3	7,007
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	23,2	(4.6†)	17.2	(1.5†)	(3.8†)	27.4	6.3	11.6	25.7	(1.91)		1.7	1,513
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	18,4	(10.3†)	12.4	(1.1†)	(6.91)	15.2	13.2	7.2	28,6	(4.01)		2,5	2,525
TOTAL* RATED TIME PERIODS	NOT	REPO	RTED	IN 1	:				- N E W		NEWS		October and at

The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU, WLOW, WVEC sign off at 5:30 P.M. in November.

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<sup>&</sup>quot;SHARE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station. Base for "HOMES-USING-SETS" computation is "Total Homes Called".

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. Note: No interviewing was conducted during the World Series broadcasts.

<sup>\*</sup>Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

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## HOOPER STATION AUDIENCE INDEX

City Zone

MONTHS: NOVEMBER-DECEMBER, 1949

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 17,172

SHARE OF BROADCAST AUDIENCE

TIME	HOMES	WCAV	WGH+ WGH⇒FM	WHYU	VILOW	YNOR	WRVA+ WRVC (CBS)	WSAP+ .JSAP∞FM (MBS)	WTAR+ WTAR-FM (NBC)	WVEC	FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI.	17 <sub>0</sub> 3	7.2	(ABC)	1.1	3,3	15.5	14.1	5.5	37•4	1.1	0.6	2,347
8:00 A.M.—12:00 NOON  WEEKDAY AFTERNOON  MON. THRU FRI.  12:00 NOON—6:00 P.M.	19.1	(8,71)	9,8	(1.01)	(2.91)	<b>13.</b> 5	15.4	6.8	41.7	(2,51)	8•0	3,749
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	30 <sub>0</sub> 5	r	13.4			Hol	23.7	8.6	41,0		2.2	7,020
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	22.9	(4 <sub>0</sub> 6†)	1601	(2.11)	(2.9†)	32.8	7.0	10.7	22.0	(2.91)	F.1	517و ا
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	19.1	(12,2†)	12.0	(0,31)	(5.6†)	17.4	9.7	7.9	33.1	(1081)	8.8	2,539
TOTAL* RATED TIME PERIODS	NOT	REP	ORTEI	) IN					1	E W P O R	r NEWS	in November, an

The above measurements are adjusted to compensate for the fact that Radio Station "SHARE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station.

lar station. Base for "HOMES-USING-SETS" computation is "Total Homes Called". 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

\*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

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### HOOPER STATION AUDIENCE INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: DECEMBER, 1949-JANUARY, 1950

Total Coincidental Calls—This Period 17,419

#### SHARE OF BROADCAST AUDIENCE

		WCAV	SI WGH®	WHYU	ALTON OF BK	WNOR	WRVA+ WRVC	WSAP+	wtar≎ War=fm	WVEC		FM, TV & OTHERS	HOMES CALLED
TIME	HOMES USING SETS	MONA	wgh=FM (abc)				(cbs)	(MBS)	(NBC)				
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	18.5	6.6	14.9	0.7	3.4	15.7	15.7	4.9	35.5	1.5		1.0	2,525
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	20.9	(11.51)	8.1	(0.91)	(3.51)	14.4	14.1	7.8	40.0	(1.61)	· · · · · · ·	1.2	3,774
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	30.8		13.5			10.4	23.6	9,2	39.8			3,5	7,070
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	21.8	(6 <sub>0</sub> 8†)	12.5	(0.91)	(5.6†)	25.3	7.8	16.0	23.8	(2.11)	· :	1.8	1,512
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	17.6	(15.51)	10.6	(0.61)	(4.71)	21.4	8.8	8.0	29%	(1011)		2.0	2 <sub>0</sub> 538
TOTAL* RATED TIME PERIODS	NOT	REP	RTED	IN						WPOR		w s t 4:45 pm	in Desmeber, and

<sup>&</sup>quot;SHARE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station. Base for "HOMES-USING-SETS" computation is "Total Homes Called".

Where an Eds. 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.

<sup>\*</sup>Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

The Garage of the Day-Part Indexes.

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## HOOPER STATION AUDIENCE INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: JANUARY - FEBRUARY, 1950

17,470

Total Coincidental Calls-This Period\_

SHARE OF BROADCAST AUDIENCE

				HAKE	OF DIV	<u> </u>				WVEC	1	1 .	*
TIME	HOMES USING SETS	WCAV	WGH+ WGH-FM (ABC)	WHYU	MIOM	WNOR	WRVA+ WRVC (CBS)	WSAP+ WSAP=FM (MRS)	WTAR+ WTAR⇒FM (NBC)	HVEC		FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	17.3	5.8	13.0	0.3	4,2	18.0	15.6	400	36,2	1.6		8.3	2,552
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON-6:00 P.M.	20.1	(14.14)	7.9	(0°3t)	(3,4†)	14.1	15.7	5.8	37.9	(1631)		1.0	3,805
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	31.3		1404			10,3	24.7	9,0	38,3			3.3	7,052
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	22.2	(5,3†)	18.0	(0,81)	(7,21)	20.0	12.4	14.8	26.9	(l <sub>o</sub> 5t)		lod	I <sub>2</sub> 506
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	17.5	(16.61)	11.9	(0.51)	(3,5†)	21.8	14.0	5.7	23.4	(1.61)		8.1	2,545
TOTAL* RATED TIME PERIODS	n o T	REPO	RTED	IN	NORF	0 L K =	i ' '		H - NE			W S	in January, and

<sup>†</sup> The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU, WLOW, WVEC sign off at 5:15 PM in James 5:45 PM

lar station. Base for "HOMES-USING-SETS" computation is "Total Homes Called".

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.

\*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

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<sup>&</sup>quot;SHARE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station Page 1. "STATE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station page 1. "STATE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station page 1. "STATE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station page 1. "STATE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station page 1. "STATE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station page 1. "STATE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station page 1. "STATE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a page 1. "STATE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a page 1. "STATE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a page 1. "STATE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a page 1. "STATE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a page 1. "STATE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or



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## HOOPER STATION AUDIENCE INDEX

City Zone

MONTHS: OCTOBER, 1948 THRU FEBRUARY, 1949

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

NORFOLK-PORTSMOUTH-NEWPORT NEWS AVERAGE RATING OF REPORTED STATIONS:

Total Coincidental Calls—This Period 43,788

Weekday Morning 2.5

Weekday Afternoon 2.7

Evening 7.2

SHARE OF AUDIENCE

the state of the s	and the second second	Walter Bridge Control		- or		<u> </u>							
TIME	SETS-	WCAV	WGH+	WHYU	Mrom.	WRVA	WSAP+ WSAP-FM	WTAR+ WTAR-FM				FM, TV & OTHERS	HOMES CALLED
	IN-USE	Y										1.8	6 <b>,</b> 365
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	17•6	7•6	18.0	2.4	2 <b>.</b> 5	13.8	7.5	46•4					
WEEKDAY AFTERNOON MON. THRU FRI.	19.4	(8.81)	14.6	(2.41)	(1.51)	16.2	9.4	47.4				1.3	9,523
12:00 NOON-6:00 P.M. EVENING						19.9	10.6	54.3				1.3	17,732
SUN, THRU SAT. 6:00 P.M.—10:00 P.M.	29•2		13.9										
SUNDAY AFTERNOON	18.9	(5.81)	16.3	(1.8†)	7.0	14.1	19.3	34•2				3.6	3,823
12:00 NOON-6:00 P.M.				7.4.25				36•8				2.8	6,345
SATURDAY DAYTIME	16.1	(13-11)	14.2	(3.11)	(5.41)	13.1	13.0	1,31,41					
8:00 A.M.—6:00 P.M.					<u> </u>				u – N E	w P O R T	NEW	\$	
TOTAL* RATED TIME PERIODS	иот	REPO	RTED	IN	NORF			MOUT			1	local sun	set.

The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU and WLOW sign off at local sunset.

The "SHARE OF AUDIENCE" is computed from the total station mentions secured from the coincidental questions "What program, please?" and "What station, please?" solved from this base ("Total Mentions") are those who are "Not tion, please?" solved from the station mentions at television. Excluded from this base ("Total Mentions") are those who are "Not tion, please?" solved from the station mentions at television. DIARE OF AUDIENCE" is computed from the total station mentions secured from this base ("Total Mentions") are those who are "Not tion, please?" asked of persons found to be listening to the radio or looking at television. Excluded from this base ("Total Mentions") are those who are "Not at Home," those who are those who are those who although they may have reported listening to the radio or looking at television. at Home," those who are "Not looking or listening" and those who, although they may have reported listening to the radio or looking at television, are unable to identify the state of the radio or listening, and those who, although they may have reported listening to the radio or looking at television, are unable to identify the state of the radio or looking or listening, and those who, although they may have reported listening to the radio or looking at television, are unable to identify the state of the radio or looking or listening. to identify the station. Base "Sets-in-Use" computation is "Total Homes Called."

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. NOTE: No interviewing was conducted during the World Series broadcasts.

<sup>\*</sup> Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

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## HOOPER STATION LISTENING INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA. City Zone

MONTHS: OCTOBER-NOVEMBER, 1948

Total Coincidental Calls—This Period 17,364

SHARE OF AUDIENCE

				<b>&gt;</b> F			<u> </u>						
TIME	SETS- IN-USE	WCAV	wgh+ wgh-FM	WHY U	MTOM	WRVA	WSAP+ WSAP=FM	WTAR+				FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	17.6	9.7	14,4	1,5	1.8	13,3	5.9	50.8				2.6	2,536
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON-6:00 P.M.	18,5	(8,61)	15.3	(2.11)	(1,5†)	14.7	9,0	49.0				1,5	3,799
EVENING SUN. THRU SAT: 6:00 P.M.—10:00 P.M.	29,2		12.9			17.3	8.9	59,4				1.5	6,957
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	17.4	(7.61)	15.1	(2.81)	(9.51)	14.7	15.1	34.5				3.0	1,523
SATURDAY DAYTIME	16.3	(10.71)	) 16,4	(2.71)	(6.9t)	10.9	12.6	38,3				3.2	2,549
TOTAL* RATED TIME PERIODS	иот	REP	RTEI	IN	NORF	C L K∞P	ORTSM	OUTH-	MEMPO	RT N	EWS		

NOTE: No interviewing was consusted during the World Series broadcasts.

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coincidental questions "To what program were you listening, please?" and "Over what station is that program coincidental questions "To what program were you listening, please?" and this base ("Total Mentions") are coincidental questions "To what program were you listening" and those who, although they may have reported coming?" asked of persons found to be listening" and those who, although they may have reported those who are "Not at home;" those who are "Not listening" and those who, although they may have reported those who are "Not at home;" those who are "Not listening. Base for "Sets-in-Use" listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" listening to the radio are unable to identify the station to which they are listening. Computation is "Total Homes Called." \*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU and WLOW sign off at The Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX."

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### HOOPER STATION LISTENING INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: NOVEMBER-DECEMBER, 1948

Total Coincidental Calls—This Period 17,425

SHARE OF AUDIENCE

				31	7/1/1	<u> </u>		<del>,</del>		T			
TIME	SETS- IN-USE	WCAV	WGH+ WGH-FM	WHYU	MIOM	WRVA	WSAP+ WSAP-FM	WTAR+				FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	18.4	7.7	21.1	2.2	1.7	13.8	7,5	44.1	<u> </u>			1.9	2,542
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON-6:00 P.M.	19.9	( 9.1† )	16.0	(2 <b>.2</b> †)	(1.7†)	16.1	10.5	45•3				1.7	3,798
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	28.5		12.9	•		18.4	10.5	56•5				1.7	7,013
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	19.5	(7.1+)	17.2	(0.9†)	(7.1†)	14.1	17.9	36 <b>.6</b>				2.0	I,524
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	16•3	(13.1†)	10•4	(2 <b>.</b> 2† )	(5.3†)	12.5	15.0	41.1				3.1.	2,548
TOTAL* RATED TIME PERIODS	иот	REP	RTED	IN	NORF		ORTS			<u> </u>	NEWS	5:00 P W	in November and a

The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU and WLOW sign off at 5:00 P.M. in November and a The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the Coincidental questions "To what program were you listening, please?" and "Over what station is that program coincidental questions "To what program were you listening, please?" and "Over what station is that program coincidental questions "To what program were you listening, please?" and those who, although they may have reported those who are "Not at home," those who are "Not listening" and those who, although they may have reported those who are "Not at home," those who are "Not listening. Base for "Sets-in-Use" listening to the radio are unable to identify the station to which they are listening.

\*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

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

the AM station's mentions.

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### HOOPER STATION AUDIENCE INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: DECEMBER, 1948-JANUARY, 1949

Total Coincidental Calls—This Period\_

17,429

CHARE OF AUDIENCE

TIME	SETS- IN-USE	WCAV	WGH+ WGH-FM	WHYU	WLOW	WRVA	WSAP+	WTAR+ WTAR-FM			FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	17.7	5,4	21.5	3.3	2.6	11.8	10.3	43.3			11.8	2,543
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON-6:00 P.M.	20.0	(8.8†)	13.8	(2.91)	(1.8†)	0,81	10.9	45.5			0,8	3,788
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	29.4		12.9			21.4	12.5	51.6	: ·		1.6	7,016
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	21.1	(5.3†)	16.5	(0.91)	(6.7†)	13.3	21.8	34.7			3.5	1,528
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	<b>1</b> 5 <b>.</b> 4	(14.6†)	11.6	(2.2†)	(4.8†)	14.2	<b> 4.</b> 5	37.7			2.4	2,554
TOTAL* RATED TIME PERIODS	иот	R E	PORT	ED I	и ио	1	i i	RTSM		 POR		December and

The above mesurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU and WLOW sign at 5:15 p. ...

The Hooper "STATION AUDIENCE INDEX" is computed from the total station mentions secured from the coincidental questions "What program, please?" and "What station, please?" asked of persons found to be listening to the radio or looking at television, please?" asked of persons found to be listening and those who, although they may have reported listening to the radio or looking at television, are unable to identify the station. Base for "Sets-in-Use" computation is "Total Homes Called."

Where an Expression of the coincidental questions "What program, please?" are those or looking at television. Excluded from this base ("Total Mentions") are those and "What station, please?" the radio or looking at television, are unable to identify the station. Base for "Sets-in-Use" computation is "Total Homes Called."

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 "CITY HOOPERATINGS" applies to this "STATION AUDIENCE INDEX."



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## HOOPER STATION AUDIENCE INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

17,379

MONTHS: JANUARY - FEBRUARY, 1949

Total Coincidental Calls-This Period-

SHARE OF AUDIENCE

#### FM, TV & OTHERS WTAR+ WSA P+ HOMES CALLED WGH+ WRVA WLOW WSAP-FM WTAR-FM WHYU SETS-TIME WCAV WCH-FM IN-USE WEEKDAY MORNING 2.1 2,560 44.2 8.1 15.2 MON. THRU FRI. 3.5 3.3 17.6 6.0 16.8 8:00 A.M.-12:00 NOON 1.6 3,806 WEEKDAY AFTERNOON 47.0 8.5 17.7 (1.31)MON. THRU FRI. (2.41)12.9 (9.91)20.0 12:00 NOON-6:00 P.M. 0.9 6,957 EVENING 50.2 11.4 22.4 SUN. THRU SAT. 15.1 29.6 6:00 P.M.-10:00 P.M. 1.534 5.0 31.8 21.8 SUNDAY AFTERNOON 14.6 (6.11) (1.31) (4.81)16.1 19.0 12:00 NOON-6:00 P.M. 2,522 2.9 31.0 12.1 15.2 SATURDAY DAYTIME (5.0t) (4.11)16.4 (13.91)16.1 8:00 A.M.-6:00 P.M. NOR FOLK-PORTSMOUTH-NEWPORT NEWS TOTAL\* RATED IN REPORTED NOT

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. \* Every rated hour give equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

mentions. The Code of Practice governing the use of "CITY HOOPERATINGS" applies to this "STATION AUDIENCE INDEX."

The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU and WLOW sign off at 5:15 PoMe in January and at 5:45 and at 5:45 in February.

The Hooper "STATION AUDIENCE INDEX" is computed from the total station mentions secured from the coincidental questions "What program, please?" and "What station, please?" asked of persons found to be listening to the radio or looking at television. Excluded from this base ("Total Mentions") are those and "What station, please?" asked of persons found to be listening and those who, although they may have reported listening to the radio or looking at telewision, are "Not at Home," those who are "Not looking or listening" computation is "Total Homes Called."

Where are The station mentions are combined with the AM station's where are The station mentions are combined with the AM station's where are The station mentions are combined with the AM station's where are the station mentions are combined with the AM station's where are the station mentions are combined with the AM station's where are the station mentions are combined with the AM station's where are the station mentions are combined with the AM station's where are the station mentions are combined with the AM station's where are the station mentions are combined with the AM station's where are the station mentions are combined with the AM station's where are the station mentions are combined with the AM station's where are the station mentions are combined with the AM station's where are the station mentions are combined with the AM station's whose station mentions are combined with the station



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### HOOPER STATION LISTENING INDEX

City Zone

MONTHS: OCTO BER, 1947 THRU FEBRUARY, 1948

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period

NORFOLK-PORTSMOUTH-NEWPORT NEWS AVERAGE RATING OF REPORTED STATIONS: Weekday Morning 4.1, Weekday Afternoon 4.5, Evening 8.4

#### SHARE OF AUDIENCE

TIME	SETS-	WCAVII	WGH	WHYU 1	MITOM	WRVA	WSAP	WTAR			FM & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI.	IN-USE 21.7	3.8	22.4	2,4	3.2	11.4	11.0	47.1			1.2	6,368
8:00 A.M.—12:00 NOON  WEEKDAY AFTERNOON  MON. THRU FRI.  12:00 NOON—6:00 P.M.	<b>23</b> ,5	3,27	16.1	2,31	2.61	17.0	11.1	49•2			1.3	9,530
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	34.3		11.7			17.5	8.7	60.1			2,0	17,802
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	24.2	6.81	21.6	5.17	3.31	10.0	18.0	37•7			3,4	3,818
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	18,4	4.91	<b>1</b> 9 <b>.</b> 6	4.21	5,4†	15.2	16.6	34.7			3,6	6,372
TOTAL* RATED TIME PERIODS	NOT	REP	DRTE	g I N					H - NE		S, VA.	

<sup>†</sup> Adjusted to compensate for the fact that WCAV, WHYU and WLOW sign off at local sunset.

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are coming?" asked of persons found to be listening to the radio at home," those who are "Not listening" and those who, although they may have reported those who are "Not at home," those who are "Not listening. Base for "Sets-in-Use" listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" computation is "Total Homes Called."

<sup>\*</sup>Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes. NOTE: No interviewing was conducted during the World Series broadcasts. See BULLETIN preceding Page 1. NOTE: No interviewing was conducted during the World Series broadcasts. See Bulletin preceding rage to

17 WCAY and WHYU measurements based on interviewing conducted after December 14, 1947 and November 1, 1947, respectively.

The Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX."



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## HOOPER-STATION-LISTENING-INDEX

City Zone

MONTHS: OCTOBER-NOVEMBER, 1947

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls-This Period.

#### SHARE OF AUDIENCE

				SH	IAKE		<u> </u>				·	FM & OTHERS	HOMES CALLED
TIME	SETS-	WGH	WLOW	AVNW	WSAP	WTAR						OTHERS	HOMES G. III
TIME	IN-USE	William										3.6	2,548
WEEKDAY MORNING MON. THRU FRI.	19.2	25.1	4.1	10.7	13.1	43.4							
8:00 A.M.—12:00 NOON										1		3.2	3,804
WEEKDAY AFTERNOON	20.4	14.4	2.2 †	18.0	12.9	49.6							
MON. THRU FRI. 12:00 NOON-6:00 P.M.	20.1											1,5	7,107
EVENING		12.8		15.8	10.1	59.8							
SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	33.0	12.00					-				1		1,531
0.00 F.M.—10:00 F.M.	-				17.8	35.7						6.3	1,001
SUNDAY AFTERNOON	21.4	25,5	4 <sub>0</sub> 0 †	11.2	17.50		<u>                                     </u>	ļ					
12:00 NOON-6:00 P.M.			<b> </b>	-								6.7	2,554
SATURDAY DAYTIME	19.3	22.1	4.01	18.5	17.1	31.8					 	<del> </del>	
8:00 A.M6:00 P.M.	19.5						1						
					TORF	drk-	PORTS	TUON	I - N E )	PORT	NE	yı S	
TOTAL* RATED TIME PERIODS	пот	REP	ORTEI	DIN		1			_l			from the	

NOTE: No interviewing was conducted during the World Series broadcasts.

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coincidental questions "To what program were you listening, Excluded from this base ("Total Mentions") are coming?" asked of persons found to be listening to the radio. Excluded from the base for "Sets-in-Use" those who are "Not at home," those who are "Not listening" and those who, although they may have reported those who are "Not at home," those who are "Not listening" and those who, although they may have reported those who are "Not at home," those who are "Not listening. Base for "Sets-in-Use" those who are "Total Homes Called." \*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

T Adjusted to compensate for the fact that whom does not broadcast in the Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX."



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## HOOPER STATION LISTENING INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: NOVEMBER-DECEMBER, 1947

Total Coincidental Calls—This Period.

SHARE OF AUDIENCE

				SI	1AKE	OF A	ODIL	<del>\</del>					
	SETS-	WCAVTT	WGH	WHYU	MITOM	WRVA	WSAP	WTAR				FM & OTHERS	HOMES CALLED
TIME	IN-USE	HOAVII										0.0	2,549
WEEKDAY MORNING MON. THRU FRI.	19.1	•	24,5	3.1	3.1	9,9	14.0	45.4				000	
8:00 A.M12:00 NOON												0.6	3,817
WEEKDAY AFTERNOON MON. THRU FRI.	22.8		16.7	2.81	2,61	18.5	11.3	48.5		<u> </u>		0,0	
12:00 NOON-6:00 P.M.												2.5	7,140
EVENING SUN. THRU SAT.	33.3		12.8			16.2	9.1	59.4					•
6:00 P.M10:00 P.M.												5.2	1,527
SUNDAY AFTERNOON	20.0		23.2	4.91	5.71	10.8	16.0	36.3				J. 2002	1,000.7
12:00 NOON-6:00 P.M.	23.2				ļ								
SATURDAY DAYTIME			19.3	4.11	5,8†	17.3	17.0	32.8				4.5	2,549
8:00 A.M6:00 P.M.	18.0		1202										
TOTAL* RATED	N O F	D T D	ORTEI	ı N	N O R	POLK	POR	гѕмоч	T H - N	RWPOF	T N	t w s	
TIME PERIODS	NOT	K B F			1 4300	- WHYU an	d WLOW s	ign off a	t local s	unset. mentions	secured :	from the	

I Adjusted to compensate for the fact that why and when sign of at local station mentions secured from the The Hooper "STATION LISTENING INDEX" is computed from the total station is that program to coincidental questions "To what program were you listening, please?" and "Over what station is that program coincidental questions "To what program were you listening, please?" and this base ("Total Mentions") are coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are "Not listening" and those who, although they may have reported coming?" asked of persons found to be listening which they are listening. Base for "Sets-in-Use" those who are "Not at home," those who are "Not listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" listening to the radio are unable to identify the station to which they are listening.

<sup>\*</sup>Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

NOTE: WHYU (Newport News) is reported here for the first time.

The Received WHYU (Newport News) is reported here for the first time.

The Because WCAV did not start broadcasting until December 14, 1947, no measurements are available for that station in this Report. The Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX."



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## HOOPER STATION LISTENING INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: DECEMBER, 1947-JANUARY, 1948

Total Coincidental Calls—This Period\_\_\_17,581

#### SHARE OF AUDIENCE

				SI	1AKE	OF /	ODIL.	<del>,</del>	1			'	
				WHYU	WLOW	WRVA	WSAP	WTAR		e e		FM & OTHERS	HOMES CALLED
TIME	SETS- IN-USE	WCAV11	WGH	WIII O								0.6	2,550
WEEKDAY MORNING MON. THRU FRI.	20.3	2.7	22.4	2,5	3.2	11.6	11.0	47.3					
8:00 A.M.—12:00 NOON		1.				#154 y						1.0	3,822
WEEKDAY AFTERNOON	22.1	2.01	19.2	3,11	2.41	16.3	10.3	47.7					
MON. THRU FRI. 12:00 NOON—6:00 P.M.	22.1											2.6	7, 135
EVENING			12.0			18•4	8.2	58.8					
SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	34,2											3.7	1,524
SIMP			17.7	3,91	4.31	8.7	19.7	39•0					
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	23.7	6.11	1,0,			<del> </del>						4.4	2,550
				3.11	6.51	13.3	17.4	35,3					
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	16.7	5.11	17.7	30.									
O.OU F.M.			+			. h . K .	PORT	SMOU	T H - N E	POR	NE	ws	
TOTAL* RATED	NOT	REP	PRTE	D I N							-		
TIME PERIODS						muvii a	od WLOW s	ign off	at local s	mentions	secured	from the	

<sup>†</sup> Adjusted to compensate for the fact that WHYU and WLOW sign off at local sunset.

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the Hooper "STATION LISTENING INDEX" is computed from the total station is that program of the coincidental questions "To what program were you listening, please?" and "Over what station is that program were you listening, please?" and "Over what station is that program of the radio are unable to the radio. Excluded from this base ("Total Mentions") are coming?" asked of persons found to be listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" those who are "Not at home," those who are "Not listening to the radio are unable to identify the station to which they are listening. Called."

<sup>\*</sup>Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

Only that interviewing conducted since December 14, 1947 has been used in the computation of WCAV's index.

WCAV further additional accounts the state of the state o WCAV further adjusted to compensate for the fact that it signs of at local that it signs of at local that it signs of at local that it signs of the Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX."



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### HOOPER STATION LISTENING INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: JANUARY-FEBRUARY, 1948

Total Coincidental Calls—This Period 17,544

#### SHARE OF AUDIENCE

그 아이가 얼마를 하기 때 뭐			<u> </u>	ا ت							3 10 5 1	land the way	
TIME	SETS- IN-USE	WCAV	WGH → WGH-FM	WHYU	MIOM	WRVA	WSAP + WSAP=FM	WTAR +				FM & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	25.3	3.8	19 <sub>0</sub> 7	1.8	2.6	11.7	8.9	50.3				1.2	2,547
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	26,4	3.21	16.5	2.01	2,71	15.8	10.1	49,4				0.9	3,810
EYENING SUN, THRU SAT. 6:00 P.M.—10:00 P.M.	35.6		10.5			19.4	7.5	60.4				2.2	7,120
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	27.2	6,41	18.9	5,31	2.01	9.6	18.1	38.6				2.0	1,524
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	19.2	5,11	18.3	4,31	6.51	12.1	14.8	38.4				1.6	2,543
TOTAL* RATED TIME PERIODS	NOT	REP	RTED	IN	NOR I			S M O U	The stage of the first	and the first of the second		WS	

T Adjusted to compensate for the fact that WCAV, WHYU and WLOW sign off at, local The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coincidental questions "To what program were you listening. Excluded from this base ("Total Mentions") are coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") those who are "Not listening" and those who, although they may have reported those who are "Not at home," those who are "Not listening" and those who, although they are listening. Base for "Sets-in-Use" listening to the radio are unable to identify the station to which they are listening.

\*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

NOTE: Beginning in February, 1948, mentions to those FM and AM stations which duplicate programming are combined as shown in this Index.



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### HOOPER STATION LISTENING INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: OCTOBER, 1946 THRU FEBRUARY, 1947

Total Coincidental Calls—This Period.

43,491

NORFOLK-PORTSMOUTH-NEWPORT NEWS AVERAGE RATING OF REPORTED STATIONS: Weekday Morning 4.7; Weekday Afternoon 5.4; Evening 8.4

#### SHARE OF AUDIENCE

				<u> </u>	17 (1 ()	- 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1	1.44 (1.47)	1800		1 1 1 1		
INDEX	SETS- IN-USE	WGH	WLOW T	WRVA	WSAP	WTAR					OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	19.5	. 26.9		9.2	14.4	46.6					2.9	6,317
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON-6:00 P.M.	22.2	14.4		15.1	13.5	54.6					2.4	9,447
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	34.6	11.2		15.6	9.8	60.4					3.0	17,653
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	25.5	26,2		15.2	14.7	39.7					4.2	3,783
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	20.5	16.2		15.9	19.7	44.0					4.2	6,291
TOTAL* RATED TIME PERIODS	25,3	16.1		14.4	12.7	53.8					3.0	43,491

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coincidental questions "To what program to the radio. Excluded from this base ("Total Mentions") are coming?" asked of persons found to be listening to the radio and those who, although they may have reported those who are "Not at home," those who are "Not listening" and those who, although they may have reported those who are "Not at home," the "Not at home,

\*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

\*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

\*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

\*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

\*Because WLOW did not start broadcasting until February 2, 1947, no October thru February results are evailable for that station in this Report. WLOW lightness have been included in "Others".

Report. WLOW listeners have been included in "Others".

The Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX."



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### HOOPER STATION LISTENING INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: OCTOBER-NOVEMBER, 1946

Total Coincidental Calls—This Period\_

17,363

#### SHARE OF AUDIENCE

				J	11 /11/I	· ·		 			
INDEX	SETS- IN-USE	WGH	WRVA	WSAP	WTAR		•			OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	18.6	3101	8.3	13.0	43.9					3.7	2,532
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON-6:00 P.M.	21.5	14.7	14.3	12.6	55.1					3.3	3,777
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	33.0	11.6	15.1	10.1	59.8					3.4	7,022
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	25.6	29.0	17.6	11.6	36.4					5.4	1,510
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	21.2	15.5	13.6	14.8	: 51°7					4.4	2,522
TOTAL* RATED TIME PERIODS	24.5	17.2	13.8	11.8	53.6					3.6	17,363

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are coming?" asked of persons found to be listening to the radio are "Not listening" and those who, although they may have reported those who are "Not at home," those who are "Not listening. Base for "Sets-in-Use" listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" computation is "Total Homes Called."

NOTES No interviewing was conducted during the World Series broadcasts.

<sup>\*</sup>Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.



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### HOOPER STATION LISTENING INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: NOVEMBER-DECEMBER, 1946

Total Coincidental Calls-This Period.

17,402

#### SHARE OF AUDIENCE

				_ or						
INDEX	SETS- IN-USE	WGH	WRVA	WSAP	WTAR		•		OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	18.2	27.0	9.7	12.0	47.8				3.5	2,528
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON-6:00 P.M.	21.0	15.3	16.0	12.7	53.5				2,5	3,770
EVENING SUN. THRU SAT. 6800 Polio-10800 Polio	34.7	10.9	15.2	9.4	60.9				3.6	7,084
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	23.9	28.7	18.1	14.0	37.1				2.1	517ء ا
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	21.2	19.1	12.7	15.5	49.9				2.8	2,503
TOTAL* RATED TIME PERIODS	24.7	16.5	14.5	11.6	54.3				3.1	17,402

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are "Not distening" and those who, although they may have reported those who are "Not at home," those who are "Not listening. Base for "Sets-in-Use" listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" computation is "Total Homes Called."

<sup>\*</sup>Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.



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### HOOPER STATION LISTENING INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: DECEMBER, 1946-JANUARY, 1947

Total Coincidental Calls-This Period\_

#### SHARE OF AUDIENCE

INDEX	SETS- IN-USE	ждн	WRVA.	WSAP	WTAR				OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	19.0	22.7	9 <b>.</b> 5	15,2	50.9				1.7	2,526
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	22,2	14.6	13,3	14,2	56.9				1.0	3,767
EVENING SUN. THRU SAT. 6200 PM.~10200 PM.	35,8	11.3	16.1	9,5	60,2				2,9	7,083
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	24.7	28,5	12.7	16,4	40,6				1.8	1,516
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	17.8	18.0	15,9	23.1	40.1				2,9	2,499
TOTAL* RATED TIME PERIODS	25,3	15.7	14.0	13.2	55.1		·		2,0	17,391

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are coming?" asked of persons found to be listening on the radio and those who, although they may have reported those who are "Not at home," those who are "Not listening" and those who, although they may have reported those who are unable to identify the station to which they are listening. Base for "Sets-in-Use" computation is "Total Homes Called."

<sup>\*</sup>Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.



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## HOOPER STATION LISTENING INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: JANUARY-FERRUARY, 1947

17,462

Total Coincidental Calls—This Period.

SHARE OF AUDIENCE

INDEX	SETS-	WGH	WLOW ·	WRVA	WSAP	WTAR				torye.	nga di di	OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	IN-USE 21.3	24.2	2.1†	9.5	16.6	47.5			18 W			1.1	2,528
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON-6:00 P.M.	24.0	13.8	2.8†	16.0	15.0	53.0						0.8	3,795
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	35,4	10.7		15.4	9.6	61.2						3.1	7,096
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	26.8	24.4	2.3†		<b>15.</b> 7	42.0						2.8	1,514
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	21.2	16.8	3.8†	21.4	23.6	33.3						2.7	2,529
TOTAL* RATED TIME PERIODS	NOT	REPO	RTED	IN	NORF	T K - 1	ORTS	мочт	H - N E V	PORT	NEW	s	

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coincidental questions "To what program were you listening to the radio. Excluded from this base ("Total Mentions") are coming?" asked of persons found to be listening to the radio are "Not at home," those who are "Not listening" and those who, although they may have reported those who are "Not at home," those who are "Not listening. Base for "Sets-in-Use" listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" computation is "Total Homes Called."

2V-38

<sup>\*</sup>Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

† Only that interviewing conducted after WLOW started broadcasting on February 2nd has been used in the computation of that station's index. The Weekday Afternoon and Sunday Afternoon Indexes are further adjusted to compensate for sign-off prior to 6:00 P.M.

The Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX."



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#### HOOPER STATION LISTENING INDEX

NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: OCTOBER, 1945 THRU FEBRUARY, 1946

Total Coincidental Calls-This Period.

37,089

SHARE OF AUDIENCE

INDEX	SETS- IN-USE	WGH	WRVA	WSAP	WTAR					·		OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	19.7	27.4	12.2	11.4	48 <b>.2</b>		-					0.8	6,302
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON-6:00 P.M.	19.8	10.6	14.4	<b>I</b> 4.5	60.1							0.4	9,434
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	32.1	10.3	17.7	9.6	61.3							1.1	17,596
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	23.7	25,3	15.6	9.9	47.0							2.2	3,757
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	пот	RAT	ED I	n n	ORFOI	к- р 0	RTSM	оυтн	- NE W F	ORT	NEWS		
TOTAL* RATED TIME PERIODS	24.1	14.7	15.5	11.4	57.4							1.0	37,089

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are "Not at home," those who are "Not listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" computation is "Total Homes Called."

No interviewing conducted during the World Series broadcasts used in this Report.

<sup>\*</sup>Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.



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#### HOOPER STATION LISTENING INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: OCTOBER-NOVEMBER, 1945

Total Coincidental Calls-This Period\_

SHARE OF AUDIENCE

				•		<u> </u>		·			,	<del></del>	· · · · · · · · · · · · · · · · · · ·
INDEX	SETS- IN-USE	WGH	WRVA	WSAP	WTAR							OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON .	19.7	26.9	13.4	11.4	47.2						-	1.1	2,499
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON-6:00 P.M.	19.8	9.7	<b>15.</b> 9	14.7	59.7		,					0.0	3,759
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	31.7	11.5	16.7	11.1	59.5							1,2	6,964
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	22.5	27.2	17.1	9.1	45•6							1.0	1,495
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	NOT	RATI	DIN	NORI	O L K-P	ORTS	MOUT	I-NEW	PORT	NEWS			*
TOTAL* RATED TIME PERIODS	23.9	15.1	15.8	12.1	56.2			·				0.8	14,717

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are "Not at home," those who are "Not listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" computation is "Total Homes Called."

\*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes. NOTE: No interviewing conducted during the World Series broadcasts used in this Report.



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#### HOOPER STATION LISTENING INDEX

CITY.

NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS:

NOVEMBER-DECEMBER, 1945

Total Coincidental Calls—This Period\_\_\_\_

14,678

#### SHARE OF AUDIENCE

INDEX	SETS- IN-USE	WGH	WRVA	WSAP	WTAR							OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	21.7	27.2	12.6	12.1	47.2					•		0.9	2,408
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	22.0	9.5	15.9	14.4	59,5							0.7	3,724
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	33.9	10.9	18•0	10.9	59.1							1.1	7,043
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	28.4	21.3	16.6	11.9	48.3							1.9	1,503
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	пот	RAT	ED I	n noi	FOLK	-PORT	S M O U	r h=n e i	PORT	NEW	5		
TOTAL* RATED TIME PERIODS	26.4	14.4	16.2	12.2	56.1							1.1	14,678

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are "Not at home," those who are "Not listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" computation is "Total Homes Called."

<sup>\*</sup>Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

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#### HOOPER STATION LISTENING INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: DECEMBER, 1945-JANUARY, 1946

Total Coincidental Calls—This Period\_\_\_\_14,70

#### SHARE OF AUDIENCE

INDEX	SETS- IN-USE	WGH	WRVA	WSAP	WTAR						OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	20.2	29.3	12.7	9.0	48.5						0.5	2,431
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	<b>20.</b> 0	11.6	15.0	11.5	60 <b>.</b> 9						1.0	3,723
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	32.9	10.5	19.4	8.4	61.0						0.7	7,099
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	26.4	23.5	14.5	I0 <b>.</b> 5	49.7						1.8	1,513
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	NOT	RATE	D IN	NOR	FOLK-1	ORTS	MOUT	H⊷N E W	PORT.	NEWS		
TOTAL* RATED TIME PERIODS	24.9	15.4	16.5	9.5	57.8						0.8	14,766

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are "Not at home," those who are "Not listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" computation is "Total Homes Called."

<sup>\*</sup>Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.



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#### HOOPER STATION LISTENING INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS:

JANUARY - FEBRUARY, 1946.

Total Coincidental Calls—This Period\_

14,906

#### SHARE OF AUDIENCE

INDEX	SETS- IN-USE	WGH	WRVA	WSAP	WTAR							OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	19.6	28.7	9.9	11.5	49.5			·				0.4	2,542
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON-6:00 P.M.	18.9	11.0	12.7	16.4	59.7	_						0.2	3,783
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	31.0	9.1	18.6	8.8	62.8							0.7	7,077
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	21.7	26.1	17.1	7.7	45 <b>.</b> 6							3,5	1,504
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	иот	RATE	p I	NOR	FOLK	- P O R	rsmot	T H - 1	EWPO	RT NE	ws		
TOTAL* RATED TIME PERIODS	23,3	14.7	15.0	11,5	58.1							0.7	14,906

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are "Not at home," those who are "Not listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" computation is "Total Homes Called."

\*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

The Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX."

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### Hooper Station Listening index

CITY:

NORFOLK -- PORTSMOUTH -- NEWPORT NEWS, VA.

City Zone

MONTHS: OCTOBER, 1944 THRU FEBRUARY, 1945

Total Coincidental Calls—This Period 35,700

#### SHARE OF AUDIENCE

	wegg	WRVA	WSAP	WTAR							OTHERS	HOMES CALLED
MORNING INDEX	WGH	- Interes					_		ļ			
MON. THRU FRI.	28.4	12.8	6.1	50.3			(				2.4	6,354
8400 AM - 12:00 N				WTAR				,	4:		OTHERS	HOMES CALLED
AFTERNOON INDEX	WGH	WRVA	NSAP	WIAN								
MON. THRU FRI.	15.1	15.3	7.5	60.9							1.2	9,439
12:00 N - 6:00 PM	<u> </u>										OTHERS	HOMES CALLED
EVENING INDEX	WGH	WIWA	WSAP	WEAR		-						
SUN. THRU SAT.	11.6	14.9	8.0	63.6						1	1.9	17,216
6:00 PM - 10:00 PM			-	ļ	 						OTHERS	HOMES CALLED
	WGH	WRVA	WSAP	HTAR	 	ļ.,				-		
SUNDAY AFTERHOON											2.4	3,775
12:00 N - 6:00 PM	21.8	14.3	7.2	54.3					<u> </u>	<u> L</u>		

NOTE: No interviewing conducted during the World Series Broadcasts or on November 7th (Election Day) used in this Index or throughout this Report. See BULLETIN preceding Page 1.

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio.

Excluded from this base ("Total Mentions") are those who are "Not at home", those who are "Not listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening.

SA-19

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### HOOPER STATION LISTENING INDEX

CITY: NORFOLK - PORTSMOUTH - NEWPORT NEWS, VA.

City Zone

MONTHS: NOVEMBER - DECEMBER, 1944

Total Coincidental Calls—This Period 13, 101

#### SHARE OF AUDIENCE

					 			İ	1 1	or	HERS	HOMES CALLED									
TONITHO THOUSE	WGH	WRVA .	WSAP	WTAR					<del> </del>												
MORNING INDEX  MON. THRU FRI.	26.4	11.8	6.8	52.2							2.8	2,529									
8100 AM - 12:00 N		WRVA	WSAP	WTAR						· 01	HERS	HOMES CALLED									
AFTERNOON INDEX	MGH	MICA	1,5																		
MON. THRU FRI.	13.2	14.7	6.2 ^	64.7							1.2	3,785									
12:00 N - 6:00 PM										01	HERS	HOMES CALLED									
EVENING INDEX	WGH	WRVA	WSAP	VITAR	 	<del>                                     </del>															
SUN. THRU SAT.	12.2	14.0	7.7	64.4							1.7	6,787									
6:00 PM - 10:00 PM	,,,,,,								,					 <u> </u>		<del> </del>	1				

NOTE: No interviewing was conducted on November 7th (Election Day).

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio.

Excluded from this base ("Total Mentions") are those who are "Not at home," those who are "Not listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening.

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# HOOPER STATION LISTENING INDEX

CITY: NORFOLK - PORTSMOUTH - NEWPORT NEWS, VA.

City Zone

MONTHS: DECEMBER, 1944 - JANUARY, 1945

Total Coincidental Calls—This Period 13,216

### SHARE OF AUDIENCE

						100		OTHERS	HOMES CALLED
MORNING INDEX	WGH	WRVA	WSAP	WTAR				2.1	2,535
MON. THRU FRI.		12.1	6.3	48.2					HOMES CALLED
8:00 AM - 12:00 N	31.3			WTAR				OTHERS	HOMES CALLED
AFTERNOON INDEX	WGH	WRYA	WSAP					1.0	3,788
MON. THRU FRI. 12:00 N - 6:00 PM	14.2	15.2	8.3	61.3				OTHERS	HOMES CALLED
EVENING INDEX	MGH	WRVA	WSAP	WTAR				1.4	6,893
SUN. THRU SAT.		15.0	7.7	64.4					
6:00 PM - 10:00 PM	11.5	"			 	-			

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio.

Excluded from this base ("Total Mentions") are those who are "Not at home," those who are "Not listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening.

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## HOOPER STATION LISTENING INDEX

CITY: NORFOLK - PORTSMOUTH - NEWPORT NEWS, VA.

City Zone

MONTHS: JANUARY - FEBRUARY, 1945

Total Coincidental Calls—This Period\_\_\_\_13,215

#### SHARE OF AUDIENCE

						1 .	1		* .		OTHERS	HOMES CALLED
MODNING	WGH	WRVA	WSAP	WTAR								
MORNING INDEX											1.4	2,537
MON. THRU FRI.	29.3	13.5	4.7	51.1								
8:00 AM - 12:00 N	2300										OTHERS	HOMES CALLED
AFTERNOON INDEX	WGH	WRVA	WSAP	WTAR	ļ	 ļ .						
MON. THRU FRI.			-								101	3,757
	16.1	16.3	7.3	59.2							<u> </u>	
12:00 N - 6:00 FM				ļ							OTHERS	HOMES CALLED
EVENING INDEX	WGH	WRVA	RSAP	WTAR			¥					
						C		*			2.0	6,921
SUN. THRU SAT. 6:00 PM - 10:00 PM	11.6	<b>15.</b> 0	8.2	63.2		 						

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio.

Excluded from this base ("Total Mentions") are those who are "Not at home," those who are "Not listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening.



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NORFOLK - PORTSMOUTH -NEMPORT NEWS, VIRGINIA

PERIOD: MID-WINTER, 1913 No further copies can be made.

HOOPER STATION LISTENING INDEX

CITY:-

Total Coincidental Calls - This Period \_5,580

					Total Co	Incidenta	, Carro		<del>,</del>	<del></del>		OTHERS	TOTAL	CALLS
INDEX	WGH	WLPM	WRNL	WRVA	WSAP	WTAR						3.5	1098	
:00 AM=10:00 AM Mon. thru Fri.	15.5	1.7	1.7	16.4	0.0	61.2						0.0	1079	
0:00 AM-12:00 N Mono thru Frio	16.6	2.1	3.4	20.0	3.4	54.05						1.5		2177
00 AM-12:00 N Mon. thru Fri.	16.1	1.9	2.7	18.4	1.9	57 • 5						0.0	792	
2:00 N-3:00 PM Mon. thru Fri.	12.9	0.0	0.0	25.9	0.0	61.2						1.0	803	\$7
100 PM-6:00 PM Mon. thru Fri.	19.0	1.0	3.0	11.0	1.0	6H°0					-	0.6		1595
100 N-6:00 PM Iono thru Frio	16.2	0.6	1.6	17.8	0.5	62.7						1.2	819	
00 PM-8:00 PM Jun. thru Sat.	14.2	0.0	1.1	11.9	0.0	71.6					-	1.9	989	
200 PM-10:30 PM Sun. thru Sat.	10.6	0.0	0.4	16.8	2.9	67.4						1.6		1808
s00 PM-10:30 PM Suno thru Sato	12.0	0.0	0.7	14.9	1.8	69.0							those	

The Hooper "STATION LISTENING INDEX" is computed from the "Total Station Mentions" secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio.

Excluded from this base ("Total Station Mentions") and those who, and those who are "Not at home," those who are "Not Listening" radio are unable although they may have reported listening to the radio at the they may have reported listening to the station to which they are listening.