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C. E. HOOPER, INC.

RADIO AUDIENCE MEASUREMENTS

Chicago NEW YORK Hollywood

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A B A I C G
1947
SUMMER

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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 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, New York

November 28, 1947

UNIFORM NETWORK COMPETITION

Because of rebroadcasts, transcriptions, etc. occasioned by the fact that the country is not uniformly on Daylight Time, sponsored network programs originating at the same New York Time may be in direct competition only in Eastern Daylight cities. "UNIFORM NETWORK COMPETITION" is therefore not published during this May thru September Daylight Saving Time period since the "Uniform Network Competition Cities" for each program provides, in the case of the majority of programs, an inadequate base for reporting.

SECTIONAL PROGRAM HOOPERATINGS

Because Hooper checking cities do not employ Daylight Saving Time uniformly the network ratings published in SECTIONAL PROGRAM HOOPERATINGS cannot be reduced to "local time" merely by subtracting one or more hours from the New York Time published for each area.

For example, Boston employs Daylight Saving Time and Richmond Eastern Standard, although both are listed as a part of the Hooper "Eastern" sample.

Accordingly, clients who wish to study specific time periods in terms of local time within the Eastern, North Central and South areas are advised to supply C.E. Hooper, Inc. with full information on the broadcasts in question. Special computations will then be supplied as needed.

GENERAL INTRODUCTION

The Report

COMPREHENSIVE HOOPERATINGS (containing I. SECTIONAL HOOPERATINGS and II. HOOPERATINGS CHARTBOOK) 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, either using 100% of the total sample called during the period reported on (example- "Sets-In-Use" and "Ratings"), or in the case of "Share of Audience" comparisons using, as 100% those homes found listening during the period reported on.

All percentages contained in this Report are based on data secured by telephone interviews under precise rules and regulations set forth in "HOOPER RADIO 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 listening to your radio just now?"
2. "To what program were you listening, please?"
3. "What station please?"
4. (a) "What is advertised?"
(b) Audience composition questions.

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

Results obtained from the first question above are used for computation of "Sets-In-Use" percentages. The data on stations and programs "being listened to" are used to compute the "Hooperatings" and "Share of Audience".

Measurements are based on telephone homes in 36 cities geographically well distributed over the nation. (See map on third cover)



ADVERTISING AGENCIES

PLACING PROGRAMS REPORTED IN THIS ISSUE

(May thru September, 1947)

Source: Network Radio Logs)

ALBER, R. H. COMPANY
Pilgrim Hour

AUBREY, MOORE & WALLACE, INC.
True Detective Mysteries

AYER, N. W. & SON, INC.
Durante-Moore (Off the Air-June 20)
Electric Hour
Here's to You
Hour of Charm (Off the Air-July 6)
Rexall Summer Theatre
Summer Electric Hour (Off the Air-Aug. 17)
Telephone Hour

BATES, TED, INC.
A Day in the Life of Dennis Day
Can You Top This?
Grand Slam
Judy Canova Show
Kay Kyser (Off the Air-June 16)
Policewoman (Off the Air-June 15)

BATTEN, BARTON, DURSTINE & OSBORN, INC.
Adventures of Sam Spade
Cavalcade of America
Inner Sanctum
King Cole Trio
Let's Pretend
Tales of Willie Piper
Theatre Guild on the Air
Theatre of Today
The Listening Post

BENTON & BOWLES, INC.
Family Hour
Francois Langford with Carmen Dragon's
Orchestra (Off the Air-Aug. 21)
George Burns and Gracie Allen
House of Mystery
Jack Berch
Juvenile Jury
Kate Smith Speaks (May & June)
Kenny Baker Show (Ivory Snow) (Off the Air-June 1-7)
Life of Riley (Sept.)
Pepper Young's Family (Tide)
(July, August, & Sept.)
Portia Faces Life (Maxwell House)
Coffee, Post Bran & Raisin Bran Flakes)
Rosemary
Welcome Travelers (Ivory Snow)
Wendy Warren and the News
When A Girl Marries (Bakers Chocolate,
Diamond Crystal Salt)

BERMINGHAM, CASTLEMAN & PIERCE, INC.
Treasure Hour of Song (Off the air-
June 19)

BIOW COMPANY, INC., THE
Big Break, The
Crime Doctor
F.B.I. in Peace & War
Henry Morgan Show
It Pays to Be Ignorant
Lights Out (Off the Air-July 16)
Milton Berle Show
Screen Guild Players (Off the Air-July 7)
Suspense

BIOW COMPANY, INC., THE (Cont'd)
Take It or Leave It
Xavier Cugat Show (Off the Air-Sept. 7)

BLACKETT, HILL & CO.
Breakfast Club (Zay Daumit-Off the Air-Aug. 1-7)
Captain Midnight (Off the Air-June 1-7)

BUCHANAN & COMPANY, INC.
Teentimers Club (Off the Air-Aug 2)

BURNETT, LEO, COMPANY, INC.
Fred Waring Show (Am. Meat)
Fred Waring Show (Minn. Valley)
H.V. Kaltenborn
Smilin' Ed McConnell

CECIL & PRESBREY, INC.
Heart's Desire
Queen For A Day (Philip Morris)
Twenty Questions

COMPTON ADVERTISING, INC.
Big Sister
Breakfast in Hollywood (P&G)
Guiding Light
Kenny Baker Show (Crisco) (Off the Air-June 1-7)
Life Can Be Beautiful (Crisco)
Mystery of the Week (Off the Air-July 1-4)
Paul Whiteman Club (Nestle's)
Right to Happiness
Road of Life (NBC)



COMPTON ADVERTISING, INC. (Cont'd)

Road of Life (CBS) (Off the Air-May 1-7)
Truth or Consequences (Off the Air-June 16)
Victor Borge Show Starring Benny Goodman
Welcome Travelers (Crisco)
Young Dr. Malone (Crisco)

COOPERATIVE

America's Town Meeting of the Air
Baukhage Talking
Cedric Foster
Dick Tracy
Elmer Davis
Ethel and Albert
Fulton Lewis
Headline Edition (Off the Air-
June 15-21)
Kate Smith Speaks (July, August,
September)
Robert L. Ripley
Walter Kiernan

DANCER-FITZGERALD-SAMPLE, INC.

American Album of Familiar Music
American Melody Hour
Backstage Wife
Betty Crocker Magazine of the Air
Big Town (Phillips)
Bride and Groom
Famous Jury Trials
Front Page Farrell
Green Hornet
Hymns of All Churches (Off the Air-August 1-7)
Jack Smith Show (MTWTF)
Joyce Jordan, M.D.
Just Plain Bill
Life Can Be Beautiful (Spic & Span)
Life of Riley (May, June & July 5)
Light of the World
Lone Ranger
Lorenzo Jones
Manhattan Merry-Go-Round
Ma Perkins (CBS)
Ma Perkins (NBC)
Mr. Keen
Mystery of the Week (Sept.)
Our Gal, Sunday
Pepper Young's Family (Dreft) (May & June)

DANCER-FITZGERALD-SAMPLE, INC. (Cont'd)

Perry Mason
Real Stories From Real Life
Romance of Helen Trent
Stella Dallas
Waltz Time
Young Dr. Malone (Dreft)
Young Widder Brown

D'ARCY ADVERTISING CO., INC.

Pause That Refreshes On the Air

DOHERTY, CLIFFORD & SHENFIELD, INC.

Break the Bank
Mr. District Attorney

DURSTINE, ROY S., INC.

Gabriel Heatter (Serutan)
Victor H. Lindlahr

ELLINGTON & CO., INC.

Highways in Melody (Sept. 19)

ERWIN, WASEY & CO., INC.

Contented Program
Eddy Duchin
Lone Journey
New Adventures of Sherlock Holmes
(Off the Air-July 7)

ESTY, WILLIAM & COMPANY, INC.

Abbott & Costello (Off the Air-June 19)
Blondie
Bob Hawk Show
Grand Ole Opry
Mystery In the Air
Paul Whiteman Club (R.J. Reynolds)
Vaughn Monroe Show

FEDERAL ADVERTISING AGENCY, INC.

Adventures of The Falcon

FOOTE CONE & BELDING

Adventures of Philip Marlow (Off the Air-
Sept. 2)
Big Story
Bob Hope (Off the Air-June 3)
Breakfast Club (Toni Co.)
Give and Take
Highways in Melody (May thru Sept. 5)
Hint Hunt
Jack Benny Show (Off the Air-May 18)
Jack Paar Show
Kate Smith Sings (Off the Air-June 15)
Ladies Be Seated (Toni Co.)
Man Called X
Portia Faces Life (Instant Postum) (July,
August, September)
Reader's Digest-Radio Edition
Tome Time
Your Hit Parade

FURMAN, FEINER & CO.

Best Things In Life (Thurs) (Off the Air-
June 5)
Best Things In Life (Sun) (Off the Air-
June 1)
Best Things In Life (MTWTF) (Off the Air
June 1-7)
Labor Must Be Free (Off the Air-June 3)

GAHAGAN, TURNBULL & CO., INC.

Samuel Pettengill-The Gentleman From
Indiana (Off the Air-May 4th)

GARDNER ADVERTISING CO.

Checkerboard Jamboree (Cereal Div.) (Off
The Air-July 1-7)
Checkerboard Jamboree (Farm Feed)
Mary Lee Taylor
Saturday Night Serenade
Tom Mix

GITTENS, BERT S., ADVERTISING AGENCY

National Farm and Home Hour



GOTHAM ADVERTISING COMPANY, INC.
Lutheran Hour

GRANT ADVERTISING, INC.
Curtain Time
Dr. I. Q.
Nick Carter, Master Detective

GUMBINNER, LAWRENCE C., ADV. AGENCY, INC.
Dashiell Hammett's "Pat Man"

HAZARD ADVERTISING CO.
Doctors Talk It Over, The

HENRI, HURST & McDONALD, INC.
Lassie

HIXSON-O'DONNELL ADVERTISING, INC.
Arthur Hale

HONIG-COOPER COMPANY
Murder and Mr. Malone

HUMPHREY, H. B., COMPANY
Monitor Views the News

HUTCHINS ADVERTISING COMPANY, INC.
Bing Crosby Show (Off the Air-June 18)
Breakfast Club (Philco)
Burl Ives

IVEY, NEAL D., COMPANY
Inside of Sports

JONES, DUANE, CO., INC.
David Harum
Katie's Daughter
Lora Lawton
Rose of My Dreams
Strange Romance of Evelyn Winters

KASTOR, FARRELL, CHELSEY & CLIFFORD, INC.
Don Ameche Show (Off the Air-June 1)
Jack Smith Show (Sun.) (Off the Air June 15)

KATZ, THE JOSEPH, COMPANY
Professor Quiz

KEELING & CO., INC.
I Deal In Crime (Off the Air-May 17)

KENYON & ECKHARDT, INC.
Arthur's Place (Off the Air-Sept. 5)
Borden Program
Breakfast in Hollywood (Kellogg)
County Fair
Edwin C. Hill (Off the Air-June 1-7)
Ford Showroom with Meredith Willson
Galen Drake
Hollywood Story (Off the Air-June 1-7)
Jean Sablon Show
Paul Whiteman Club (Wesson Oil)
Sunday Evening Hour (Off the Air-June 1)
Supernan (Off the Air - June 1-7)

KUDNER AGENCY, INC.
Greatest Story Ever Told
Henry J. Taylor
Tony Martin Show

La ROCHE & ELLIS, INC.
Ladies Be Seated (Quaker)

LENNEN & MITCHELL, INC.
Songs By Sinatra (Off the Air-June 4)
Rhapsody in Rhythm

LeVALLY, INC. (Listing July, August, Sept.)
Whistler, The

MacNAMUS, JOHN & ADAM, INC.
Garden Gate (Off the Air-May 3)

MATHES, J. M., INCORPORATED
Hoagy Carmichael Sings (Off the Air-
June 15)
Ned Calmer

MAXON INCORPORATED
Boxing Bout

McCANN-ERICKSON, INC.
Breakfast Club (Swift, Thurs. 9:30 PM)
Dr. Christian
Grand Central Station
Harvest of Stars
Paul Whiteman Club (Nat'l Biscuit)
Sheriff, The
Ted Malone

McJUNKIN ADV. COMPANY
Shadow, The (Carey Salt) (Off the Air-
June 1)

McKEE & ALBRIGHT, INC.
Jack Carson with Eve Arden in Sealtest
Village Store (Listing Sept. 18)
Jack Haley with Eve Arden (Listing
May & June)
Sealtest Village Store (Listing
July, August & Sept. 14)

MEYERHOFF, ARTHUR & COMPANY
Gabriel Heatter Show (Mutual
Benefit)

MOSS & ARNOLD CO.
Leland Stone

NEEDHAM, LOUIS & BRORBY, INC.
Fibber McGee & Molly (Off the Air-
June 17)
Fred Waring Show (S. C. Johnson)
Great Gildersleeve
Sky King (Off the Air-June 1-7)
Summerfield Bandstand (Off the Air-
Sept. 3)



NEWELL-EMMETT CO.
Arthur Godfrey
Supper Club

ORR, ROBERT W. & ASSOCIATES, INC.
New Louella Parsons' Show
Three Views of the News(Off the Air-Aug.17)
Walter Winchell

OWEN & CHAPPELL, INC.
Adventures of Bulldog Drummond(Off the Air
July 4)

PEDLAR & RYAN, INC.
Big Town (Ironized Yeast)
Pepper Young's Family (Camey)
This Is Hollywood(Off the Air-June 21)

PRESEA, FELLERS & PRESEA, INC.
World Front

RAISBECK, ROBERT B., AGENCY
Deadline Mystery(Off the Air-Aug. 17)

RAMSEY, THE L. W., COMPANY
Bandwagon(Off the Air-June 1)
Rogue's Gallery

REACH, CHARLES DALLAS, CO., INC.
Gangbusters

REEVES, KNOX, ADVERTISING, INC.
Betty Crocker
Jack Armstrong(Off the Air-May 1-7)
Masquerade (Off the Air-August 1-7)
Story of Holly Sloan
Today's Children
Woman In White

ROCHE, WILLIAMS & CLEARY, INC.
Date With Judy
Grand Marquee(Off the Air-July 17)
Jan August Show

ROCHE, WILLIAMS & CLEARY, INC. (Cont'd)
Lowell Thomas
Sammy Kaye's Sunday Serenade

RUTHRAUFF & RYAN, INC.
Amos 'n' Andy(Off the Air-May 20)
Aunt Jenny
Bob and Victoria(Off the Air-June 1-7)
Call the Police
Double or Nothing(Off the Air-June 15)
Gene Autry Show
Hop Harrigan(Off the Air-June 1-7)
Jim Backus Show
Lawyer Tucker(Off the Air-Sept.4)
Shadow, The (Del.Lack.-West Coal)(Off the
Air-June 1)
Those Websters
Your Thursday Meeting With Dick Haymes

ST. GEORGES & KEYES, INC.
Exploring the Unknown(Off the Air-Aug.17)
Your Home Beautiful(Off the Air-May 3)

SCHWAB & BEATTY, INC.
Lee Adams

SCHWIMMER & SCOTT INCORPORATED
Counterspy

SEEDS, RUSSEL M., CO., INC.
Adventurers' Club
An Evening with Romberg(Off the Air-
Sept. 2)
Carmen Cavallaro Orch.(Off the Air-
Sept. 7)
Eddie Howard Orchestra
People Are Funny
Red Skelton

SHAW-LE VALLY, INC.(Listing May & June)
Whistler. The

SHELDON, QUICK & McELROY INC.
Special Investigator(Off the air-
June 17)

SHERMAN & MARQUETTE, INC.
Bill Stern
Judy Canova Show
Mel Blanc Show (Off the air - June 17)
Mr. & Mrs. North
Terry and the Pirates

SORENSEN & COMPANY
Stars Over Hollywood

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.
Bob Burns Show (Off the air - May 18)
Ellery Queen
Gabriel Heatter (Carter)
Gabriel Heatter (Noxzema)
Jimmie Fidler (ABC)
Jimmie Fidler (MBS)
Mayor of the Town (Off the air - May 17)

SWANEY, DRAKE & BELENT
Club Time

SWEENEY & JAMES CO.
Voice of Firestone

THOMPSON, J. WALTER, COMPANY
Adventures of Archie Andrews
Alec Templeton Show (Off the air - Aug. 17)
Breakfast Club (Swift)
Charlie Mc Cartay Show
Ford Show Starring Dinah Shore (Off the air -
June 4)
Fred Allen Show (off the air - June 15)
Information Please (Off the air - June 18)
Johns - Danville News
Music Hall
My True Story
One Man's Family
Parker Pen News (Off the air - June 1 & 7)
Radio Theatre



THOMPSON, J. WALTER, COMPANY (Cont'd)

R.C.A. Victor Show
Tennessee Jed

TRACY-LOCKE CO., INC. of TEXAS

Darts for Dough

WADE ADVERTISING AGENCY

Lun and Abner
News of the World
Queen For a Day (Miles)
Quiz Kids

WALKER & DOWNING

Fishing and Hunting Club of the Air

WARWICK & LEGLER, INC.

Blue Ribbon Music Time
Eddie Cantor (Off the air - June 19)
This Is Your F.B.I.

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

Abbott Mysteries (Off the air - Aug. 17)
Crime Photographer
Drew Pearson
Monday Morning Headlines
Quick As a Flash
Warden Lawes' Crime Cases

WHEELLOCK, WARD, COMPANY

Club 15
Double or Nothing
Jack Carson Show (Off the air - June 18)
Meet Corliss Archer
Robert Trout With the News Till Now

YOUNG & RUBICAM, INC.

Adventures of Ozzie & Harriet
Adventures of the Thin Man
Alan Young Show (Off the air - June 6)
Aldrich Family (Off the air - June 19)

YOUNG & RUBICAM, INC. (Cont'd)

Arthur Godfrey's Talent Scouts
Casebook of Gregory Hood (Off the air - May 19)
Duffy's Tavern (Off the air - June 18)
Eric Sevareid
Fannie Brice Show
Ginny Simms' Show (Off the air - June 6)
Gordon Mac Rae Show (Off the air - Aug. 15)
Joan Davis Show (Off the air - June 16)
My Friend Irma
Mystery Theatre
Portia Faces Life (Grapenuts Wheat Meal) (May & June)
Second Mrs. Burton
Silver Theatre (Off the air - Aug. 17)
Tex and Jim
Vox Pop (Off the air - May 20)
We, the People
When A Girl Marries (Sanka, La France, Satina, Calumet)



TABLE OF CONTENTS

Code of Practice.	Second Cover
General Introduction.	Page A - D
The Report.	Page A
Method.	Page A - B
Sample.	Page B
Interviewing Schedule	Page B
Description of Reported Percentages	Page C - D
Computation of Approximate 36 City Averages	Page D - E
Explanation of Symbols Used on Report Pages	Page E
Composition of Radio Audience	Page 1 - 2
SUNDAYS - Afternoon and Evening	Page 3 - 7
MONDAYS THRU FRIDAYS - Daytime and Evening.	Page 8 - 17
MONDAYS - Evening	Page 18 - 20
TUESDAYS - Evening.	Page 21 - 23
WEDNESDAYS - Evening.	Page 24 - 26
THURSDAYS - Evening	Page 27 - 29
FRIDAYS - Evening	Page 30 - 32
SATURDAYS - Complete Daytime and Evening	Page 33 - 39
Geographic Area Ratings By Programs	Page 40 - 46



SECTIONAL PROGRAM HOOPERATINGS

GENERAL INTRODUCTION

THE 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 12:00 Noon, New York Time, Monday through Saturday; 12:00 Noon to 1:00 P.M. Sunday. (See Page B)



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:

<i>15 minute, five times weekly, Monday thru Friday daytime period</i>	<i>- 18,375 homes called</i>
<i>30 minute, once weekly evening period</i>	<i>- 14,700 homes called</i>
<i>30 minute, once weekly Sunday afternoon period</i>	<i>- 14,700 homes called</i>
<i>30 minute, once weekly Saturday daytime period</i>	<i>- 7,350 homes called</i>
<i>Grand total of homes called for the Publication of this Report</i>	<i>2,109,450</i>

INTERVIEWING SCHEDULE

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

EVENINGS (SUNDAY THRU SATURDAY)

(Interviewing conducted 1 7 and 15 21 each month)

EASTERN TIME ZONE

Daylight Time Cities 6:00 PM - 11:00 PM (1-7)
6:00 PM - 10:30 PM (15-21)
*(Except Sunday when interviewing
continues to 11:00 PM, EDT)*

Standard Time Cities 5:00 PM - 10:30 PM (Except Sunday
and Wednesday 1-7 when interviewing
continues to 11:00 PM, EST)

CENTRAL TIME ZONE

Daylight Time Cities 5:00 PM - 10:00 PM
Standard Time Cities 4:00 PM - 10:00 PM

MOUNTAIN TIME ZONE (All 3:00 PM - 10:00 PM
Cities on Standard Time)

PACIFIC TIME ZONE (All 2:00 PM - 10:15 PM
Cities on Standard Time)



SUNDAY AFTERNOON

(Interviewing conducted 1-7 and 15-21 each month)

EASTERN TIME ZONE

Daylight Time Cities 12:00 N - 6:00 PM

Standard Time Cities 11:00 AM - 5:00 PM

CENTRAL TIME ZONE

Daylight Time Cities 11:00 AM - 5:00 PM

Standard Time Cities 10:00 AM - 4:00 PM

MOUNTAIN TIME ZONE (All 9:00 AM - 3:00 PM

Cities on Standard Time)

PACIFIC TIME ZONE (All 9:00 AM - 2:00 PM

Cities on Standard Time)

DAYTIME (MONDAY THRU SATURDAY)

(Interviewing conducted 1-7 of each month)

EASTERN TIME ZONE

Daylight Time Cities 8:00 AM - 6:00 PM

Standard Time Cities 8:00 AM - 5:00 PM

CENTRAL TIME ZONE

Daylight Time Cities 8:00 AM - 5:00 PM

Standard Time Cities 8:00 AM - 4:00 PM

MOUNTAIN TIME ZONE (All 8:00 AM - 3:00 PM

Cities on Standard Time)

PACIFIC TIME ZONE (All 8:00 AM - 2:00 PM

Cities on Standard Time)

NOTE: No interviewing is conducted prior to 8:00 A.M. local time. Evening interviewing periods included in this Report stop not later than 10:30 P.M. local time. See Page E, therefore, for exceptions in the 36 city base by specific time periods.

DESCRIPTION OF REPORTED PERCENTAGES

Sets-In-Use represents the aggregate audience of all programs during a period measured, or the per cent (of total homes called) found listening.



A Program Hooperating is a measurement of comparative network sponsored program popularity in cities of 4-network service. As such, it reflects properly the presence of full-program and part-program listeners in the sample and effects comparability between audiences to programs of different length, age, type, etc., and provides a measure of the comparative "appeal" of network programs, reflecting also influence of time of broadcast program preceding and following, programs competing but not comparative network strength.

Available Homes is the per cent of total homes called in which someone was at home and awake during the stated time period. It, plus "Not at Home" equals 100%.

COMPUTATION OF APPROXIMATE '36 CITY AVERAGES

Clients who wish to prepare for themselves a "36 City Average" SETS-IN-USE or HOOPERATING which would take into account a rebroadcast of a program to an area may do so by following the instructions below. It should be noted, however, that the resulting "36 City Average" SETS-IN-USE and/or HOOPERATINGS will be only an approximation of the regular Hooper "36 City" figure since weighting of the percentages themselves must be employed. Where an accurate and conclusive "36 City Average" is required, it is recommended that clients request such information directly from C. E. Hooper, Inc.

As stated under "Sample" above, Hooper interviewing is distributed by areas to approximate the distribution of radio homes. Thus, during normal calling, 42.9% of the total Hooper sample is placed in the Eastern Area, 22.4% in the North Central Area, 18.4% in the Southern Area, 4.1% in the Mountain Area and 12.2% in the Pacific Area. To obtain "36 City Average" it is necessary to multiply each reported "Sectional" percentage for the time period in question by the per cent of the Hooper sample taken in that area. Addition of the results for the five areas then gives the approximate "36 City Average."

EXAMPLE: A "36 City Average" SETS-IN-USE is desired for the time period 6:00 P.M. - 6:30 P.M. New York Time, Sunday, in the Eastern, North Central, Southern and Mountain area, combined with the 11:00 P.M. - 11:30 P.M., New York Time (7:00 P.M. - 7:30 P.M., Pacific Time) Sunday period in the Pacific area:



SUNDAY	AREA	REPORTED "SECTIONAL" SETS-IN-USE	% OF HOOPER SAMPLE
6:00 - 6:30 P.M., N.Y.T.	Eastern	28.2	X 42.9 11.2
6:00 - 6:30 P.M., N.Y.T.	North Central	28.2	X 22.4 6.3
6:00 - 6:30 P.M., N.Y.T.	Southern	23.8	X 18.4 4.4
6:00 - 6:30 P.M., N.Y.T.	Mountain	23.9	X 4.1 1.0
11:00 -11:30 P.M., N.Y.T.	Pacific	38.1	X 12.2 4.7
	Approximate "36 City Average" SETS-IN-USE.		27.6

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 10:30 P.M. local time. Sunday daytime interviewing begins at 12:00 Noon, New York Time. The SETS-IN-USE, HOOPERATING AND AVAILABLE HOMES measurements appearing in the "36 City" column, normally based on all 36 Hooper checking points, are, therefore, subject to the following exceptions:

MONDAYS thru SATURDAYS

- 9:00 A.M. - 10:00 A.M., N.Y.T. - Based on Eastern Area Interviewing only.
- 10:00 A.M. - 11:00 A.M., N.Y.T. - Based on Eastern, North Central and Southern Area interviewing only.
- 11:00 A.M. - 12:00 Noon, N.Y.T. - Based on Eastern, North Central, Southern and Mountain Area interviewing only.

SUNDAY thru SATURDAYS

- 10:30 P.M. - 11:00 P.M., N.Y.T. - Based on North Central, Southern, Mountain and Pacific Area interviewing only.

†† No "Sectional" Hooperatings are shown for the Mountain area on Saturday prior to 6:00 P.M., New York Time because of sample limitations.

CH Computed Hooperating.

††† Since Hooper checking cities in the Eastern Area were not uniformly on Eastern Daylight Saving Time, no Sectional Ratings are published prior to 9:00 A.M., N.Y.T.



COMPOSITION OF THE RADIO AUDIENCE

NUMBER LISTENERS PER LISTENING SET

NEW YORK TIME		MONDAY thru FRIDAY DAYTIME					SATURDAY DAYTIME					SUNDAY (Afternoon)					NEW YORK TIME
		Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC	Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC	Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC	
6:00-9:00 A.M.	Women																Women
	Men																Men
	Children																Children
	Total																Total
9:00-10:00 A.M.	Women	1.08	1.08				1.02	1.02									Women
	Men	0.35	0.35				0.51	0.51									Men
	Children	0.27	0.27				0.50	0.50									Children
	Total	1.70	1.70				2.03	2.03									Total
10:00-11:00 A.M.	Women	1.12	1.11	1.08	1.17		1.06	1.02	0.98	1.31							Women
	Men	0.30	0.27	0.30	0.38		0.45	0.50	0.44	0.37							Men
	Children	0.28	0.24	0.25	0.42		0.57	0.53	0.63	0.57							Children
	Total	1.70	1.62	1.63	1.97		2.08	2.05	2.05	2.25							Total
11:00-12:00 A.M.	Women	1.13	1.13	1.12	1.18		1.03	1.05	1.01	1.07							Women
	Men	0.29	0.29	0.27	0.27		0.37	0.44	0.29	0.27							Men
	Children	0.27	0.22	0.24	0.37		0.69	0.66	0.70	0.78							Children
	Total	1.69	1.64	1.63	1.82		2.09	2.15	2.00	2.12							Total
12:00-1:00 P.M.	Women	1.13	1.16	1.10	1.16	1.04	1.05	1.09	0.95	1.16	0.91	1.15	1.16	1.09	1.20	1.03	Women
	Men	0.28	0.31	0.23	0.24	0.31	0.49	0.60	0.34	0.40	0.45	0.79	0.89	0.71	0.64	0.70	Men
	Children	0.25	0.26	0.17	0.33	0.25	0.53	0.50	0.56	0.63	0.51	0.38	0.43	0.31	0.32	0.44	Children
	Total	1.66	1.73	1.50	1.73	1.60	2.07	2.19	1.85	2.19	1.87	2.32	2.48	2.11	2.16	2.17	Total
1:00-2:00 P.M.	Women	1.11	1.12	1.10	1.14	1.08	1.16	1.25	1.11	1.12	1.03	1.14	1.13	1.14	1.22	1.05	Women
	Men	0.29	0.34	0.28	0.28	0.21	0.50	0.62	0.48	0.31	0.42	0.83	0.94	0.77	0.68	0.67	Men
	Children	0.23	0.21	0.20	0.37	0.17	0.42	0.42	0.33	0.50	0.45	0.37	0.38	0.35	0.36	0.36	Children
	Total	1.63	1.67	1.58	1.79	1.46	2.08	2.29	1.92	1.93	1.90	2.34	2.45	2.26	2.26	2.08	Total
2:00-3:00 P.M.	Women	1.11	1.09	1.13	1.16	1.05	1.01	1.04	0.99	1.02	0.90	1.13	1.13	1.12	1.22	1.06	Women
	Men	0.36	0.42	0.33	0.41	0.22	0.63	0.76	0.64	0.45	0.44	0.89	0.98	0.83	0.85	0.66	Men
	Children	0.24	0.19	0.24	0.44	0.15	0.34	0.30	0.31	0.47	0.34	0.30	0.27	0.34	0.34	0.27	Children
	Total	1.71	1.70	1.70	2.01	1.42	1.98	2.10	1.94	1.94	1.68	2.32	2.38	2.29	2.41	1.99	Total
3:00-4:00 P.M.	Women	1.11	1.05	1.14	1.22	1.08	1.07	1.05	1.08	1.17	0.99	1.17	1.18	1.18	1.23	1.05	Women
	Men	0.36	0.44	0.35	0.30	0.23	0.70	0.84	0.72	0.53	0.40	0.93	1.06	0.90	0.84	0.63	Men
	Children	0.25	0.24	0.21	0.38	0.21	0.38	0.34	0.33	0.47	0.46	0.31	0.29	0.26	0.46	0.26	Children
	Total	1.72	1.73	1.70	1.90	1.52	2.15	2.23	2.13	2.17	1.85	2.41	2.53	2.34	2.53	1.94	Total
4:00-5:00 P.M.	Women	1.09	1.03	1.13	1.21	1.05	1.04	1.05	1.01	1.02	1.05	1.12	1.09	1.16	1.17	1.07	Women
	Men	0.38	0.46	0.38	0.24	0.30	0.70	0.88	0.65	0.54	0.41	0.90	0.97	0.94	0.84	0.67	Men
	Children	0.26	0.27	0.24	0.35	0.18	0.33	0.31	0.31	0.46	0.29	0.31	0.31	0.31	0.34	0.32	Children
	Total	1.73	1.76	1.75	1.80	1.53	2.07	2.24	1.97	2.02	1.75	2.33	2.37	2.41	2.35	2.06	Total
5:00-6:00 P.M.	Women	1.09	1.06	1.09	1.20	1.08	1.12	1.12	1.07	1.19	1.09	1.13	1.14	1.19	1.12	1.02	Women
	Men	0.46	0.61	0.39	0.30	0.28	0.72	0.86	0.66	0.52	0.55	0.89	0.99	0.90	0.75	0.69	Men
	Children	0.37	0.43	0.28	0.46	0.15	0.33	0.31	0.34	0.40	0.30	0.37	0.39	0.32	0.41	0.34	Children
	Total	1.92	2.10	1.76	1.96	1.51	2.17	2.29	2.07	2.11	1.94	2.39	2.52	2.41	2.28	2.05	Total

Based on interviewing conducted May 15-21, June 1-7, June 15-21, Aug. 15-21, Sept. 1-7, Sept. 15-21, 1947

"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

DAYTIME AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 NOON to 12:30 P.M.	ABC	2.1†	2.2	1.6	2.7	1.8		8:00
	CBS	2.7†	2.9	2.0	2.6	3.9		A.M.
	MBS	1.8†	1.7	1.8	1.9	1.6		to
	NBC	3.7†	3.7	3.5	4.1	3.0		8:30
Sets-In-Use		14.8†	16.1	12.7	15.0	12.4		A.M.
Available Homes		75.4†	73.6	77.4	76.0	81.6		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:30 P.M. to 2:00 P.M.	ABC	3.6	4.2	4.1	3.5	1.5	1.1	9:30
	CBS	2.2	2.3	2.0	2.4	2.9	1.4	A.M.
	MBS	1.7	1.6	1.9	2.0	2.0	1.5	to
	NBC	2.7	2.9	2.0	3.5	2.9	1.7	10:00
Sets-In-Use		16.2	19.2	15.1	14.3	11.6	12.1	A.M.
Available Homes		74.6	72.8	76.8	73.3	74.4	79.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:30 P.M. to 1:00 P.M.	ABC	2.1†	2.4	1.5	2.2	1.3		8:30
	CBS	2.7†	2.6	2.1	3.0	4.9		A.M.
	MBS	2.2†	2.4	2.0	2.3	1.8		to
	NBC	3.3†	3.4	3.1	3.7	1.8		9:00
Sets-In-Use		15.4†	17.5	12.7	14.9	11.5		A.M.
Available Homes		75.0†	74.5	76.2	73.7	79.0		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:00 P.M. to 2:30 P.M.	ABC	3.0	2.7	3.6	3.7	2.6	1.8	10:00
	CBS	2.4	2.0	3.1	2.6	3.3	1.5	A.M.
	MBS	2.2	2.2	1.5	1.8	2.7	3.9	to
	NBC	4.5	4.6	4.2	5.0	5.7	4.0	10:30
Sets-In-Use		18.8	21.6	17.6	15.7	15.9	16.4	A.M.
Available Homes		74.0	72.2	76.1	74.2	70.5	77.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 P.M. to 1:30 P.M.	ABC	2.1	2.3	1.8	2.7	1.9	0.9	9:00
	CBS	2.7	2.6	3.2	2.7	4.1	1.8	A.M.
	MBS	1.9	2.3	2.1	2.0	1.3	0.5	to
	NBC	2.7	3.0	2.0	3.5	2.1	1.7	9:30
Sets-In-Use		15.1	17.5	14.7	14.1	12.5	10.2	A.M.
Available Homes		74.4	73.4	77.2	73.2	72.0	75.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:30 P.M. to 3:00 P.M.	ABC	2.9	2.3	2.8	4.3	5.4	2.4	10:30
	CBS	2.4	2.4	2.8	2.4	1.5	2.0	A.M.
	MBS	2.0	2.4	1.8	1.9	1.1	1.3	to
	NBC	5.2	4.9	5.3	5.9	6.0	5.0	11:00
Sets-In-Use		20.4	23.8	20.0	17.2	15.3	15.7	A.M.
Available Homes		72.0	68.2	77.5	74.0	71.1	72.9	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

DAYTIME AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
3:00 PM to 3:30 PM	ABC	2.6	1.9	3.3	3.6	2.7	2.0	11:00 AM to 11:30 AM
	CBS	2.8	3.3	2.8	2.3	2.9	1.8	
	MBS	2.1	2.2	1.9	2.3	3.1	1.3	
	NBC	6.1	4.9	6.6	6.1	8.5	5.5	
Sets-In-Use		21.3	22.8	23.4	19.5	18.4	16.1	
Available Homes		70.9	65.8	75.9	76.0	69.9	72.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
4:30 PM to 5:00 PM	ABC	1.6	1.8	1.3	1.7	1.3	1.7	12:30 PM to 1:00 PM
	CBS	3.6	3.7	4.1	3.6	2.2	3.0	
	MBS	5.4	5.1	6.5	5.0	9.9	2.9	
	NBC	3.0	2.1	2.9	4.3	5.3	3.9	
Sets-In-Use		20.9	21.6	23.6	19.1	19.0	16.5	
Available Homes		67.3	61.9	70.6	74.2	67.9	69.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
3:30 PM to 4:00 PM	ABC	2.1	1.7	2.4	3.1	1.1	1.9	11:30 AM to 12:00 NOON
	CBS	2.7	3.2	2.5	2.3	1.9	1.9	
	MBS	2.8	2.9	2.9	2.9	2.3	1.9	
	NBC	6.1	4.4	6.4	7.7	10.9	7.5	
Sets-In-Use		22.2	23.3	24.3	19.8	17.6	19.6	
Available Homes		69.6	64.0	74.0	76.0	69.7	71.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
5:00 PM to 5:30 PM	ABC	1.9	1.8	1.9	2.0	1.0	2.1	1:00 PM to 1:30 PM
	CBS	3.6	3.4	4.2	3.0	4.6	4.2	
	MBS	6.3	6.4	6.8	6.3	8.8	4.3	
	NBC	2.5	2.2	2.3	3.0	3.4	3.1	
Sets-In-Use		20.7	21.7	21.5	19.0	19.1	18.5	
Available Homes		66.6	62.6	68.6	72.4	65.7	68.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
4:00 PM to 4:30 PM	ABC	1.7	1.6	1.5	1.9	1.8	1.6	12:00 NOON to 12:30 PM
	CBS	2.7	2.6	2.5	3.0	3.2	2.5	
	MBS	4.4	4.1	5.1	5.0	7.4	1.9	
	NBC	5.3	4.0	4.9	6.5	8.6	7.5	
Sets-In-Use		22.1	22.9	23.2	20.2	22.1	19.5	
Available Homes		66.6	63.4	72.8	73.6	71.6	70.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
5:30 PM to 6:00 PM	ABC	3.2	4.0	3.3	2.0	1.5	2.6	1:30 PM to 2:00 PM
	CBS	2.9	2.7	3.3	2.9	3.6	2.7	
	MBS	5.1	4.6	5.3	5.8	8.0	4.0	
	NBC	2.5	2.3	2.1	2.6	5.0	2.9	
Sets-In-Use		20.7	21.9	21.6	17.6	18.5	20.5	
Available Homes		65.9	62.9	68.5	70.0	63.3	66.4	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	3.9	4.8	3.3	3.3	2.9	2.7	2:00 P.M. to 2:30 P.M.
	CBS	4.9	4.7	5.5	4.9	4.6	4.8	
to	MBS	4.0	3.5	5.1	3.8	6.1	3.4	
6:30 P.M.	NBC	2.4	2.7	2.0	2.3	1.7	2.3	
Sets-In-Use		21.6	23.1	22.0	18.6	16.4	21.1	
Available Homes		66.0	64.7	67.3	69.3	66.2	62.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	2.8	3.1	2.6	2.8	2.0	2.8	3:30 P.M. to 4:00 P.M.
	CBS	6.3	7.1	7.3	6.5	3.2	2.4	
to	MBS	2.4	2.7	2.7	1.6	4.3	0.8	
8:00 P.M.	NBC	7.6	8.1	7.8	6.2	9.3	7.0	
Sets-In-Use		22.8	23.3	23.6	20.3	19.7	23.6	
Available Homes		65.1	64.5	67.4	67.4	62.0	60.6	

5:30 P.M.	ABC	3.8	3.2	3.1	4.2	5.8	5.4	2:30 P.M. to 3:00 P.M.
	CBS	4.2	4.9	4.8	3.1	4.9	2.5	
to	MBS	4.9	5.4	5.0	4.8	4.9	2.6	
7:00 P.M.	NBC	3.3	3.5	3.6	2.8	2.4	3.7	
Sets-In-Use		21.6	22.1	22.0	19.1	18.9	23.7	
Available Homes		65.9	64.9	66.7	61.5	60.7	62.2	

8:00 P.M.	ABC	1.9	1.7	2.2	2.1	1.9	1.4	4:00 P.M. to 4:30 P.M.
	CBS	7.0	8.2	7.2	7.0	6.5	2.4	
to	MBS	3.5	4.9	3.4	1.7	3.2	1.7	
8:30 P.M.	NBC	9.7	9.7	10.3	8.7	8.4	10.4	
Sets-In-Use		25.2	26.8	25.5	22.1	20.7	25.5	
Available Homes		66.1	66.2	67.4	68.1	62.0	61.6	

7:00 P.M.	ABC	3.2	2.5	3.7	5.2	3.4	2.0	3:00 P.M. to 3:30 P.M.
	CBS	4.4	4.7	5.1	4.0	4.9	2.5	
to	MBS	3.3	3.3	3.3	3.4	4.1	1.9	
7:30 P.M.	NBC	7.8	9.3	8.2	5.0	5.6	7.0	
Sets-In-Use		23.4	23.4	25.6	21.9	18.9	22.9	
Available Homes		66.1	64.4	70.3	66.5	62.2	62.5	

8:30 P.M.	ABC	2.6	2.4	3.0	3.5	2.0	1.7	4:30 P.M. to 5:00 P.M.
	CBS	6.9	9.1	7.2	4.5	3.3	2.2	
to	MBS	2.1	2.5	2.4	1.5	2.4	1.0	
9:00 P.M.	NBC	10.6	11.7	10.0	8.7	10.9	10.5	
Sets-In-Use		24.6	27.4	24.8	20.0	20.0	22.9	
Available Homes		66.3	66.9	67.7	67.9	60.5	61.4	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	5.9	9.2	5.1	2.4	3.5	1.3	5:00 P.M.
to	CBS	5.9	6.5	6.3	5.0	5.7	3.3	
9:30 P.M.	MBS	2.7	2.8	2.9	2.2	3.1	2.8	to
	NBC	8.9	9.1	9.1	8.6	7.2	8.6	5:30 P.M.
Sets-In-Use		25.6	29.3	24.8	19.6	20.0	24.0	
Available Homes		66.6	67.3	67.8	66.8	64.7	62.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 P.M.	ABC	5.4†		4.3	6.5	6.2	5.6	6:30 P.M.
to	CBS	7.7†		8.1	8.6	3.8	6.8	
11:00 P.M.	MBS	3.0†		4.1	1.8	2.1	3.2	to
	NBC	6.0†		6.8	5.0	9.6	5.0	7:00 P.M.
Sets-In-Use		23.7†		24.4	23.2	22.3	23.6	
Available Homes		68.6†		71.1	70.6	62.2	63.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:30 P.M.	ABC	4.2	5.7	4.1	2.3	2.0	2.2	5:30 P.M.
to	CBS	5.0	6.9	6.5	5.4	4.2	3.3	
10:00 P.M.	MBS	4.1	4.2	4.1	3.6	3.5	4.9	to
	NBC	8.7	8.9	9.2	8.8	7.4	7.5	6:00 P.M.
Sets-In-Use		25.2	27.6	25.3	21.2	17.7	24.9	
Available Homes		67.1	70.1	68.8	65.3	55.8	60.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 P.M.	ABC					7.9	5.4	7:00 P.M.
to	CBS					4.2	8.6	
11:30 P.M.	MBS					2.9	3.4	to
	NBC					6.6	6.6	7:30 P.M.
Sets-In-Use						23.2	26.2	
Available Homes						62.5	66.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 P.M.	ABC	5.9	7.2	5.1	8.4	5.3	6.9	6:00 P.M.
to	CBS	7.9	8.3	9.0	6.6	6.7	4.7	
10:30 P.M.	MBS	2.4	2.0	2.6	2.4	4.1	3.0	to
	NBC	7.5	7.4	9.4	5.2	6.9	6.5	6:30 P.M.
Sets-In-Use		26.4	26.8	27.2	24.7	24.8	26.6	
Available Homes		69.1	71.3	70.9	68.0	60.9	62.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 P.M.	ABC					4.1	5.1	7:00 P.M.
to	CBS					10.1	11.5	
12:00 Mid.	MBS					2.8	5.9	to
	NBC					4.1	5.3	8:00 P.M.
Sets-In-Use						22.3	31.0	
Available Homes						66.4	65.1	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: SUNDAYS

New work time	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings				Pacific	
			East	North Central	South	Moun- tain		
8:00 P.M.	ABC				6.6	6.2	8:00 P.M. to 8:30 P.M.	
	CBS				5.4	8.4		
	MBS				2.7	8.4		
	NBC				5.1	4.5		
Sets-In-Use					21.8	29.6		
Available Homes					68.5	67.2		

New York Time	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings				Pacific	
			East	North Central	South	Moun- tain		
1:30 A.M.	ABC					2.6	9:30 P.M. to 10:00 P.M.	
	CBS					7.1		
	MBS					2.7		
	NBC					4.7		
Sets-In-Use						20.8		
Available Homes						68.6		

8:30 P.M.	ABC				2.5	4.4	8:30 P.M. to 9:00 P.M.
	CBS				6.2	5.2	
	MBS				3.4	5.7	
	NBC				2.7	10.0	
Sets-In-Use					15.4	28.2	
Available Homes					65.7	67.2	

2:00 A.M.	ABC					1.3	10:00 P.M. to 10:15 P.M.
	CBS					3.5	
	MBS					1.0	
	NBC					6.5	
Sets-In-Use						15.8	
Available Homes						65.3	

9:00 P.M.	ABC				4.8		9:00 P.M. to 9:30 P.M.
	CBS				8.6		
	MBS				5.2		
	NBC				4.5		
Sets-In-Use					27.0		
Available Homes					70.7		

	ABC						
	CBS						
	MBS						
	NBC						
Sets-In-Use							
Available Homes							



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
↑ ↑ ↑ 8:00 A.M.	ABC							↑ ↑ ↑ 8:45 A.M.	ABC								
to	CBS							to	CBS								
8:15 A.M.	MBS							7:00 A.M.	MBS								
	NBC								NBC								
Sets-In-Use								Sets-In-Use									
Available Homes							Available Homes										
↑ ↑ ↑ 8:15 A.M.	ABC							9:00 A.M.	ABC	3.0 ↑	3.0						
to	CBS							to	CBS	2.5 ↑	2.5						
8:30 A.M.	MBS							9:15 A.M.	MBS	2.4 ↑	2.4						
	NBC								NBC	2.3 ↑	2.3						
Sets-In-Use								Sets-In-Use		12.7 ↑	12.7						
Available Homes							Available Homes		76.7 ↑	76.7							
↑ ↑ ↑ 8:30 A.M.	ABC							9:15 A.M.	ABC	3.1 ↑	3.1						
to	CBS							to	CBS	2.2 ↑	2.2						
8:45 A.M.	MBS							9:30 A.M.	MBS	2.0 ↑	2.0						
	NBC								NBC	2.1 ↑	2.1						
Sets-In-Use								Sets-In-Use		11.8 ↑	11.8						
Available Homes							Available Homes		75.1 ↑	75.1							



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:30 A.M.	ABC	3.6 †	3.6					
to	CBS	2.3 †	2.3					
	MBS	1.7 †	1.7					
9:45 A.M.	NBC	1.8 †	1.8					
Sets-In-Use		11.9 †	11.9					
Available Homes		76.0 †	76.0					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:15 A.M.	ABC	4.5 †	4.3	5.0	4.5			
to	CBS	2.8 †	3.0	2.9	2.2			
	MBS	1.8 †	1.6	2.1	2.0			
10:30 A.M.	NBC	2.3 †	1.9	2.3	3.2			
Sets-In-Use		13.8 †	13.6	14.3	13.8			
Available Homes		75.9 †	73.0	79.5	78.4			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:45 A.M.	ABC	4.3 †	4.3					
to	CBS	2.2 †	2.2					
	MBS	2.1 †	2.1					
10:00 A.M.	NBC	1.7 †	1.7					
Sets-In-Use		13.0 †	13.0					
Available Homes		74.9 †	74.9					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 A.M.	ABC	3.6 †	2.9	3.5	5.1			
to	CBS	2.9 †	2.6	3.4	3.1			
	MBS	1.6 †	1.5	2.0	1.5			
10:45 A.M.	NBC	3.3 †	3.6	3.1	2.8			
Sets-In-Use		13.9 †	13.7	13.8	14.5			
Available Homes		75.1 †	72.3	78.1	78.2			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 A.M.	ABC	4.4 †	4.6	4.0	4.6			
to	CBS	2.6 †	2.5	2.3	3.2			
	MBS	2.0 †	2.2	2.1	1.7			
10:15 A.M.	NBC	2.0 †	1.6	1.9	3.0			
Sets-In-Use		13.1 †	13.5	11.6	13.9			
Available Homes		76.5 †	74.4	79.2	78.3			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:45 A.M.	ABC	3.6 †	2.5	4.3	5.2			
to	CBS	2.7 †	2.9	2.9	2.0			
	MBS	1.6 †	1.4	2.0	1.5			
11:00 A.M.	NBC	3.5 †	3.6	3.7	3.1			
Sets-In-Use		14.1 †	14.0	14.7	13.8			
Available Homes		74.7 †	72.0	78.4	76.6			



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

DAYTIME AUDIENCES

MONDAYS THRU FRIDAYS
DAYS:

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 A.M.	ABC	4.1 †	3.6	4.2	5.3	3.0		
	CBS	3.1 †	3.7	2.7	2.4	2.0		
to	MBS	1.8 †	1.8	1.8	1.5	2.4		
11:15 A.M.	NBC	3.5 †	3.1	4.1	3.8	3.8		
Sets-In-Use		14.9 †	15.4	14.5	14.4	13.3		
Available Homes		73.7 †	71.7	75.8	74.3	79.4		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:45 A.M.	ABC	2.7 †	2.3	3.2	2.7	3.6		
	CBS	4.5 †	4.9	4.5	3.8	2.4		
to	MBS	1.8 †	1.6	2.2	2.1	1.0		
12:00 NOON	NBC	2.6 †	2.3	2.6	3.2	4.0		
Sets-In-Use		14.6 †	14.7	15.2	14.1	12.9		
Available Homes		72.1 †	70.8	72.7	73.5	76.1		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:15 A.M.	ABC	4.2 †	4.1	4.5	4.3	3.6		
	CBS	3.9 †	4.7	3.6	2.9	2.8		
to	MBS	1.6 †	1.6	1.6	1.9	1.3		
11:30 A.M.	NBC	3.4 †	3.1	3.7	3.6	4.7		
Sets-In-Use		15.8 †	16.8	15.4	14.4	14.4		
Available Homes		73.2 †	71.1	75.5	74.4	79.0		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 NOON	ABC	3.5	3.1	3.5	4.7	5.1	2.5	
	CBS	3.9	5.0	4.2	3.1	2.9	1.5	
to	MBS	2.0	2.3	1.7	1.8	2.4	1.7	
12:15 P.M.	NBC	3.2	3.1	3.0	2.7	3.9	4.4	
Sets-In-Use		15.5	17.3	15.3	13.7	15.7	12.4	
Available Homes		72.5	70.8	72.8	72.8	74.7	76.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 A.M.	ABC	3.1 †	2.4	3.6	3.8	5.2		
	CBS	4.0 †	4.3	4.0	3.5	2.8		
to	MBS	1.7 †	1.5	2.0	1.7	1.6		
11:45 A.M.	NBC	3.5 †	3.3	3.5	3.9	4.7		
Sets-In-Use		15.0 †	15.2	15.2	14.2	16.1		
Available Homes		72.8 †	70.3	75.0	73.6	78.0		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:15 P.M.	ABC	3.7	2.8	4.2	4.8	6.9	3.7	
	CBS	4.7	5.5	5.5	3.2	4.2	2.8	
to	MBS	1.5	1.5	1.4	1.6	0.8	1.6	
12:30 P.M.	NBC	2.8	2.5	1.9	3.3	4.6	4.1	
Sets-In-Use		15.9	16.2	15.7	15.3	18.4	15.2	
Available Homes		72.2	70.3	72.9	72.9	73.7	75.5	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
12:30 P.M.	ABC	3.4	2.5	3.4	3.9	5.7	4.7	8:30 A.M. to 8:45 A.M.	1:15 P.M.	ABC	2.6	2.0	2.5	3.0	4.0	4.1	9:15 A.M. to 9:30 A.M.
	CBS	5.5	6.5	6.1	3.9	4.9	3.7			CBS	3.5	5.8	6.4	4.4	5.8	4.4	
to	MBS	1.9	2.0	2.1	1.5	1.3	1.5			MBS	1.6	1.7	1.9	1.3	1.8	1.4	
12:45 P.M.	NBC	2.4	2.2	1.8	3.2	4.5	2.5			1:30 P.M.	NBC	2.3	2.1	2.2	3.0	4.3	
Sets-In-Use		15.7	16.4	15.7	14.5	17.2	14.4		Sets-In-Use		15.4	15.5	15.2	14.5	18.6	13.9	
Available Homes		71.7	69.9	72.1	71.9	75.2	75.6		Available Homes		69.8	58.0	71.7	70.2	74.5	70.3	

12:45 P.M.	ABC	2.9	2.1	2.4	3.4	5.0	4.8	8:45 A.M. to 9:00 A.M.	1:30 P.M.	ABC	2.8	2.3	1.9	1.9	3.4	7.1	9:30 A.M. to 9:45 A.M.
	CBS	5.5	6.0	6.1	4.3	6.3	3.8			CBS	4.7	4.6	5.8	4.0	5.0	3.5	
to	MBS	1.6	1.7	1.8	1.5	1.8	1.1			MBS	1.5	1.5	1.7	1.8	1.3	0.7	
1:00 P.M.	NBC	2.2	2.4	1.9	2.4	2.6	2.0			1:45 P.M.	NBC	2.3	2.0	2.5	3.4	2.3	
Sets-In-Use		15.1	15.7	15.1	13.6	17.3	14.7		Sets-In-Use		14.5	14.3	14.9	13.8	15.6	15.5	
Available Homes		70.7	68.8	71.8	70.6	73.9	74.4		Available Homes		69.8	67.5	72.5	70.4	69.8	72.0	

1:00 P.M.	ABC	2.5	1.9	2.7	2.8	3.9	3.7	9:00 A.M. to 9:15 A.M.	1:45 P.M.	ABC	2.6	2.1	1.7	2.2	3.6	6.4	9:45 A.M. to 10:00 A.M.
	CBS	5.0	5.2	5.9	3.7	4.7	4.9			CBS	3.9	4.0	4.6	3.0	4.4	3.8	
to	MBS	1.9	2.1	2.1	1.8	1.5	1.0			MBS	1.8	1.7	2.1	2.1	1.5	1.4	
1:15 P.M.	NBC	2.7	2.5	3.0	3.7	3.3	1.3			2:00 P.M.	NBC	2.5	2.0	2.5	3.5	4.6	
Sets-In-Use		15.2	15.1	16.7	14.3	14.9	14.2		Sets-In-Use		14.4	14.1	14.3	13.5	16.6	16.2	
Available Homes		70.4	68.7	73.9	70.1	70.0	70.9		Available Homes		69.2	66.0	72.5	71.5	71.6	69.8	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:00 P.M.	ABC	2.1	1.8	1.8	2.5	2.5	3.3	10:00 A.M.
to	CBS	3.8	3.8	4.3	3.6	2.8	3.0	to
2:15 P.M.	MBS	3.0	2.9	3.6	2.3	5.2	2.6	10:15 A.M.
	NBC	4.0	2.8	4.9	5.1	7.1	3.8	
Sets-In-Use		16.3	15.4	18.0	15.8	19.6	15.8	
Available Homes		68.8	65.2	71.8	70.7	71.4	68.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:45 P.M.	ABC	2.8	2.5	2.7	2.5	4.7	3.7	10:45 A.M.
to	CBS	3.2	3.0	4.3	3.0	2.6	2.8	to
3:00 P.M.	MBS	2.0	1.7	2.7	1.9	3.9	0.8	11:00 A.M.
	NBC	4.0	3.4	3.8	4.9	8.7	3.2	
Sets-In-Use		16.4	15.9	17.8	15.4	21.6	14.8	
Available Homes		67.4	64.3	70.6	71.5	69.8	65.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:15 P.M.	ABC	2.0	1.4	1.9	2.3	1.7	4.2	10:15 A.M.
to	CBS	3.9	3.5	3.5	3.3	2.4	3.2	to
2:30 P.M.	MBS	2.8	2.9	3.0	2.7	4.9	1.3	10:30 A.M.
	NBC	4.1	3.3	4.9	4.6	6.6	3.9	
Sets-In-Use		16.5	15.9	18.9	15.2	17.9	15.1	
Available Homes		67.8	64.3	71.5	71.8	67.1	67.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:00 P.M.	ABC	2.6	3.0	2.7	2.1	2.2	2.4	11:00 A.M.
to	CBS	2.9	2.6	3.6	2.7	2.9	3.1	to
3:15 P.M.	MBS	1.9	1.3	2.6	2.3	3.1	1.7	11:15 A.M.
	NBC	4.1	3.5	4.4	4.7	6.3	4.3	
Sets-In-Use		15.9	15.2	17.9	14.8	17.9	15.7	
Available Homes		66.9	64.1	69.3	70.1	69.4	66.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:30 P.M.	ABC	2.8	2.6	2.8	2.6	3.8	3.6	10:30 A.M.
to	CBS	3.6	3.0	5.9	3.1	3.3	2.9	to
2:45 P.M.	MBS	1.9	1.8	1.9	2.2	3.3	1.0	10:45 A.M.
	NBC	3.8	3.4	3.8	4.2	8.3	3.7	
Sets-In-Use		16.3	15.9	18.4	15.1	20.4	14.7	
Available Homes		67.4	64.0	70.7	73.1	69.2	64.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:15 P.M.	ABC	2.3	2.4	2.5	2.2	1.4	2.5	11:15 A.M.
to	CBS	2.5	2.4	2.8	1.9	2.7	3.2	to
3:30 P.M.	MBS	2.0	1.2	2.9	3.0	2.5	1.8	11:30 A.M.
	NBC	4.4	3.6	4.7	5.9	5.5	3.6	
Sets-In-Use		16.0	15.4	17.8	15.4	15.5	15.9	
Available Homes		66.7	64.4	69.5	69.3	66.8	65.2	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

DAYTIME AUDIENCES

DAYS: MONDAY THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 P.M.	ABC	2.4	2.1	3.2	3.2	2.0	1.1	11:30 A.M.
to	CBS	2.3	2.3	2.6	2.2	1.5	2.3	to
	MBS	1.8	1.2	1.8	1.6	3.6	3.7	
	NBC	4.9	3.8	4.9	7.0	7.1	4.7	
Sets-In-Use		15.8	14.6	17.3	16.5	18.2	15.6	
Available Homes		66.6	64.7	69.1	69.6	68.5	63.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:15 P.M.	ABC	2.3	1.7	2.8	3.6	1.4	1.6	12:15 P.M.
to	CBS	2.2	2.6	2.1	1.2	2.3	2.2	to
	MBS	1.6	1.4	2.0	1.1	2.1	2.3	
	NBC	5.3	4.2	5.3	7.9	7.0	4.7	
4:30 P.M.								12:30 P.M.
Sets-In-Use		16.0	15.8	17.1	16.1	15.2	14.9	
Available Homes		67.0	66.2	68.9	69.5	65.4	63.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:45 A.M.	ABC	2.6	1.8	3.4	3.8	1.5	2.6	11:45 A.M.
to	CBS	2.4	2.7	2.2	2.3	2.7	1.8	to
	MBS	2.1	1.7	2.2	1.5	1.6	4.2	
	NBC	5.0	3.5	5.2	7.6	8.1	4.6	
12:00 NOON								12:00 NOON
Sets-In-Use		16.3	15.1	17.9	17.2	17.3	16.3	
Available Homes		66.7	65.0	68.9	69.0	68.9	64.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:30 P.M.	ABC	1.7	1.4	1.7	2.0	2.1	1.6	12:30 P.M.
to	CBS	2.6	2.9	2.7	2.1	1.3	2.0	to
	MBS	1.7	1.6	1.9	1.4	1.5	2.2	
	NBC	5.0	4.1	4.5	8.2	5.3	4.3	
4:45 P.M.								12:45 P.M.
Sets-In-Use		15.5	16.1	15.7	15.6	13.3	13.5	
Available Homes		67.8	68.0	69.0	69.9	65.6	62.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 NOON	ABC	2.5	1.7	3.2	3.8	2.6	2.0	12:00 NOON
to	CBS	2.4	2.7	2.3	1.5	3.3	2.5	to
	MBS	2.0	1.5	2.3	1.5	2.6	3.8	
	NBC	4.9	4.1	4.1	7.9	6.2	4.7	
12:15 P.M.								12:15 P.M.
Sets-In-Use		16.3	15.3	17.0	16.9	17.2	17.3	
Available Homes		66.7	65.2	68.6	68.8	63.7	66.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:45 P.M.	ABC	1.6	1.4	2.0	2.1	1.4	1.3	12:45 P.M.
to	CBS	2.3	2.6	2.3	1.5	2.4	1.8	to
	MBS	1.7	1.6	2.2	1.5	1.7	1.6	
	NBC	5.5	4.8	5.0	7.8	5.9	5.5	
5:00 P.M.								1:00 P.M.
Sets-In-Use		15.8	16.3	16.5	15.2	14.7	14.0	
Available Homes		68.4	69.1	71.1	69.0	66.3	61.4	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

DAYTIME - EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:00 P.M.	ABC	1.8	1.4	2.6	2.1	1.5	1.4	1:00 P.M.
to	CBS	2.9	2.9	2.5	2.9	3.0	3.3	to
5:15 P.M.	MBS	1.8	1.9	2.5	1.5	3.0	0.7	1:15 P.M.
	NBC	5.6	4.8	5.4	7.7	4.9	5.7	
Sets-In-Use		16.3	16.8	16.6	16.0	15.2	14.7	
Available Homes		68.5	70.6	69.1	67.9	65.4	62.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:45 P.M.	ABC	1.7	1.7	1.5	2.5	1.1	1.1	1:45 P.M.
to	CBS	2.5	2.4	2.4	2.1	3.0	3.4	to
6:00 P.M.	MBS	2.1	2.3	2.5	2.0	3.6	0.8	2:00 P.M.
	NBC	4.1	3.7	4.7	4.9	3.5	3.4	
Sets-In-Use		15.1	16.7	14.7	14.2	12.9	12.0	
Available Homes		71.2	74.8	73.0	70.4	63.7	59.4	

5:15 P.M.	ABC	1.5	1.4	1.4	2.0	1.2	1.4	1:15 P.M.
to	CBS	2.7	2.5	2.6	2.7	2.7	3.7	to
5:30 P.M.	MBS	1.9	2.2	2.4	1.4	1.8	1.0	1:30 P.M.
	NBC	5.2	4.8	4.9	7.2	4.8	4.4	
Sets-In-Use		15.8	16.7	15.8	15.9	13.2	13.5	
Available Homes		69.8	72.9	70.8	70.2	63.7	59.1	

6:00 P.M.	ABC	1.9	1.7	1.8	2.6	3.1	1.7	2:00 P.M.
to	CBS	2.7	3.0	2.7	2.3	3.5	1.8	to
6:15 P.M.	MBS	2.3	2.8	2.4	1.8	4.1	1.0	2:15 P.M.
	NBC	4.3	4.6	3.4	5.1	3.9	3.5	
Sets-In-Use		15.4	17.8	13.7	14.1	16.2	11.5	
Available Homes		72.5	77.1	73.3	71.8	63.1	58.8	

5:30 P.M.	ABC	1.9	1.9	2.0	1.8	1.1	1.6	1:30 P.M.
to	CBS	2.2	2.1	2.2	2.2	2.6	3.0	to
5:45 P.M.	MBS	1.9	2.0	2.5	1.5	3.7	0.7	1:45 P.M.
	NBC	4.3	3.7	4.5	5.5	4.8	4.4	
Sets-In-Use		14.9	16.2	14.8	13.4	14.5	13.1	
Available Homes		70.5	74.0	71.0	69.2	64.2	61.8	

6:15 P.M.	ABC	2.4	2.4	2.1	2.7	3.0	2.7	2:15 P.M.
to	CBS	2.7	2.9	3.0	2.6	2.1	1.5	to
6:30 P.M.	MBS	2.4	2.8	2.4	2.1	3.2	1.2	2:30 P.M.
	NBC	4.0	3.9	3.8	4.6	4.3	3.5	
Sets-In-Use		16.1	18.6	15.1	14.4	14.5	12.5	
Available Homes		73.2	78.2	75.0	71.8	62.4	58.0	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	2.6	2.2	2.2	2.7	4.8	3.5	to	7:15 P.M.	ABC	2.7	2.4	2.3	2.4	5.2	3.9	to
	CBS	2.5	2.6	3.2	2.6	1.1	0.9			CBS	3.3	4.3	3.3	2.8	1.6	1.2	
6:45 P.M.	MBS	2.8	3.9	2.5	2.2	3.5	0.6	to	7:30 P.M.	MBS	3.2	3.9	4.1	2.0	3.6	0.6	to
	NBC	3.9	3.7	4.1	4.5	4.3	3.3			NBC	4.1	4.4	3.8	4.7	4.1	2.9	
Sets-In-Use		16.2	18.4	15.6	14.6	15.8	12.0		Sets-In-Use		17.4	20.4	17.0	14.5	17.7	12.1	
Available Homes		74.1	78.2	77.2	73.5	64.7	58.3		Available Homes		75.2	76.7	80.4	76.8	67.6	60.7	

7:45 P.M.	ABC	2.4	1.9	2.5	2.4	4.1	3.7	to	2:45 P.M.
	CBS	2.6	2.4	3.7	2.5	2.4	1.3		
8:00 P.M.	MBS	2.6	3.3	2.5	2.1	2.9	0.5	to	3:00 P.M.
	NBC	5.1	6.4	3.6	5.4	4.6	3.4		
Sets-In-Use		17.1	19.8	16.3	14.7	15.8	12.9		
Available Homes		74.4	78.0	77.9	74.8	66.9	57.5		

7:30 P.M.	ABC	3.8	4.4	4.4	2.8	2.3	2.4	to	3:30 P.M.
	CBS	3.4	4.3	3.2	3.2	1.8	1.6		
7:45 P.M.	MBS	2.4	2.5	3.4	1.7	3.1	1.1	to	3:45 P.M.
	NBC	4.1	4.3	4.6	4.2	3.6	2.4		
Sets-In-Use		17.4	19.9	19.2	14.4	14.0	11.4		
Available Homes		74.8	76.0	80.5	76.9	69.5	59.3		

8:00 P.M.	ABC	2.5	1.9	2.8	2.2	4.4	4.4	to	3:00 P.M.
	CBS	2.9	3.1	3.6	2.7	2.9	1.2		
8:15 P.M.	MBS	3.0	4.1	3.1	2.1	3.3	0.5	to	3:15 P.M.
	NBC	5.5	6.7	4.8	5.0	3.3	3.9		
Sets-In-Use		17.9	20.9	18.2	14.0	16.1	13.7		
Available Homes		75.3	78.4	79.3	75.3	67.7	59.9		

7:45 P.M.	ABC	3.7	4.7	3.8	2.7	2.7	1.9	to	3:45 P.M.
	CBS	3.9	4.5	4.2	3.6	2.6	1.9		
8:00 P.M.	MBS	2.1	2.0	2.6	2.2	2.4	1.0	to	4:00 P.M.
	NBC	4.5	4.6	5.5	4.7	3.0	2.2		
Sets-In-Use		17.8	20.1	19.6	15.5	15.0	10.8		
Available Homes		75.2	75.1	80.7	78.5	69.8	62.9		



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	2.7	3.1	3.0	2.4	1.7	1.2	4:00 P.M.
to	CBS	5.8	7.3	6.4	4.5	4.7	1.2	
8:15 P.M.	MBS	2.7	2.6	2.9	2.4	3.5	3.2	
	NBC	4.7	5.0	5.7	4.4	3.8	2.1	
Sets-In-Use		19.1	21.7	21.5	16.0	15.5	11.3	
Available Homes		74.6	74.3	80.9	78.0	69.1	61.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:45 P.M.	ABC	3.8	4.5	3.7	4.3	2.5	1.4	4:45 P.M.
to	CBS	6.1	7.5	7.0	5.5	3.0	1.9	
9:00 P.M.	MBS	3.1	4.0	3.3	2.3	2.9	1.2	
	NBC	5.7	6.3	6.0	5.6	5.6	3.3	
Sets-In-Use		22.4	26.8	23.0	19.6	16.9	12.1	
Available Homes		74.3	73.3	76.5	77.8	76.1	67.8	

8:15 P.M.	ABC	2.6	2.9	2.8	2.8	1.9	1.5	4:15 P.M.
to	CBS	6.3	8.0	6.9	5.6	4.4	1.0	
8:30 P.M.	MBS	2.4	2.8	2.1	1.8	2.9	2.6	
	NBC	5.1	5.6	6.0	4.8	4.1	2.7	
Sets-In-Use		19.9	23.0	20.8	17.2	16.3	12.4	
Available Homes		74.5	73.6	80.1	78.3	71.5	63.1	

9:00 P.M.	ABC	3.9	4.3	3.4	4.6	5.1	2.1	5:00 P.M.
of	CBS	6.3	7.5	7.1	5.2	6.5	2.0	
9:15 P.M.	MBS	3.7	5.1	4.1	2.1	2.9	1.0	
	NBC	6.4	7.4	6.8	6.8	4.8	2.8	
Sets-In-Use		24.2	29.2	24.3	20.8	22.3	12.9	
Available Homes		74.7	73.6	76.5	77.1	77.7	71.0	

8:30 P.M.	ABC	3.4	3.8	3.6	3.6	2.9	1.4	4:30 P.M.
to	CBS	5.4	6.6	6.8	4.6	2.6	1.3	
8:45 P.M.	MBS	2.9	3.7	2.9	2.2	2.6	1.2	
	NBC	5.2	5.5	6.0	5.4	4.2	2.5	
Sets-In-Use		20.3	23.9	22.1	17.7	15.6	10.3	
Available Homes		74.2	73.2	78.2	77.8	75.2	64.6	

9:15 P.M.	ABC	4.0	4.7	3.7	3.8	5.0	2.1	5:15 P.M.
to	CBS	6.8	8.3	7.2	6.2	5.8	2.0	
9:30 P.M.	MBS	2.7	3.3	2.8	2.0	2.3	1.6	
	NBC	7.1	8.1	7.4	7.9	6.1	2.9	
Sets-In-Use		24.8	29.7	24.4	22.2	22.3	13.8	
Available Homes		74.8	73.5	76.2	76.3	78.2	72.9	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time	
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings						
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific		
5:30 P.M.	ABC	3.3	3.7	3.1	3.6	2.4	2.3	5:30 P.M. to 5:45	10:15 P.M.	ABC	3.5	3.8	3.4	3.9	3.7	1.9	6:15 P.M. to 6:30 P.M.	
	CBS	7.2	8.4	7.4	6.3	9.4	3.0			CBS	7.4	7.7	8.4	6.4	7.6	5.9		
	MBS	2.5	2.7	2.7	2.2	2.1	2.0			10:30 P.M.	MBS	2.4	2.2	2.7	2.0	2.4		3.2
	NBC	8.1	8.6	9.2	8.7	7.1	4.1			NBC	8.3	7.4	9.3	9.7	9.3	7.7		
Sets-In-Use		25.6	29.2	25.7	23.5	23.8	16.6		Sets-In-Use		26.3	26.6	27.7	25.9	26.0	23.1		
Available Homes		75.0	73.9	76.0	75.4	78.6	74.9		Available Homes		74.6	73.0	76.1	74.4	74.6	78.0		

5:45 P.M.	ABC	3.2	3.5	3.0	3.9	2.8	1.7	5:45 P.M. to 6:00 P.M.	10:30 P.M.	ABC	3.9 †		3.8	4.5	4.7	2.9	6:30 P.M. to 6:45 P.M.	
	CBS	7.3	8.6	7.8	6.2	8.3	3.5			CBS	6.5 †		7.4	5.5	8.0	5.7		
	MBS	2.6	2.7	2.8	2.1	2.4	3.0			10:45 P.M.	MBS	3.4 †		4.0	2.9	2.7		3.2
	NBC	8.4	8.5	9.7	9.1	7.7	5.1			NBC	8.1 †		8.3	7.4	11.9	7.5		
Sets-In-Use		26.0	28.6	27.0	24.0	23.1	19.0		Sets-In-Use		25.9 †		27.0	24.7	30.3	24.6		
Available Homes		74.5	73.9	74.8	74.1	76.4	76.3		Available Homes		76.0 †		76.4	74.5	74.4	78.1		

6:00 P.M.	ABC	3.6	3.7	3.9	4.5	3.1	1.8	6:00 P.M. to 6:15 P.M.	10:45 P.M.	ABC	3.8 †		3.8	4.2	3.4	3.1	6:45 P.M. to 7:00 P.M.	
	CBS	7.1	7.6	7.7	6.4	8.2	4.9				CBS	6.2 †		7.1	5.2	6.2		6.0
	MBS	2.7	2.4	2.8	2.0	2.9	4.6			11:00 P.M.	MBS	3.8 †		4.6	3.2	2.5		3.4
	NBC	8.3	8.0	9.5	8.6	9.0	6.2			NBC	7.8 †		7.8	7.5	10.4	7.3		
Sets-In-Use		26.5	27.8	27.7	24.8	25.7	22.5		Sets-In-Use		25.7 †		26.3	25.3	25.1	25.3		
Available Homes		74.8	73.6	75.8	73.9	75.9	78.1		Available Homes		76.1 †		77.2	74.7	74.8	76.8		



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: MONDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	2.3	2.2	1.9	2.8	2.2	2.3	2:00 P.M.
	CBS	2.6	2.9	3.2	1.8	3.0	1.5	
to								to
	MBS	2.4	3.0	2.0	2.0	3.0	1.1	2:30 P.M.
6:30 P.M.	NBC	4.2	4.6	3.2	5.0	3.7	3.4	
Sets-In-Use		16.0	19.3	14.0	13.7	13.6	12.2	
Available Homes		73.0	78.5	74.2	71.0	63.3	58.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	4.3	5.8	4.8	2.6	2.2	2.0	3:30 P.M.
	CBS	3.6	4.4	3.5	3.2	2.8	1.6	
to								to
8:00 P.M.	MBS	2.1	2.0	2.7	1.9	3.2	0.9	4:00 P.M.
	NBC	4.3	4.6	4.7	4.1	3.5	2.7	
Sets-In-Use		18.2	21.2	19.6	14.3	16.2	11.9	
Available Homes		74.6	75.2	78.9	76.8	69.8	62.8	

6:30 P.M.	ABC	2.6	2.1	2.6	2.3	2.8	4.8	2:30 P.M.
	CBS	2.6	2.6	3.2	2.7	2.0	1.3	
to								to
	MBS	2.5	3.8	2.1	1.8	3.4	0.3	3:00 P.M.
7:00 P.M.	NBC	4.5	4.8	4.1	4.4	6.3	3.6	
Sets-In-Use		16.5	18.8	15.7	13.6	16.6	14.0	
Available Homes		74.7	78.3	76.9	74.1	67.7	61.4	

8:00 P.M.	ABC	2.0	2.0	2.3	2.2	1.4	1.4	4:00 P.M.
	CBS	7.2	9.7	7.3	6.2	3.5	1.1	
to								to
8:30 P.M.	MBS	2.5	3.0	2.2	1.8	2.7	2.6	4:30 P.M.
	NBC	4.7	5.3	5.0	4.5	5.0	2.4	
Sets-In-Use		19.3	23.4	20.3	15.8	14.5	12.5	
Available Homes		74.7	74.4	79.2	79.0	68.1	63.7	

7:00 P.M.	ABC	2.8	2.4	2.5	2.6	4.4	4.6	3:00 P.M.
	CBS	3.2	3.9	3.7	2.6	1.5	1.3	
to								to
	MBS	3.0	3.8	3.2	2.3	3.6	0.6	3:30 P.M.
7:30 P.M.	NBC	5.3	6.2	4.6	5.0	3.6	4.8	
Sets-In-Use		18.4	21.7	17.5	15.2	16.8	14.3	
Available Homes		75.9	77.8	79.6	76.3	70.5	63.0	

8:30 P.M.	ABC	4.1	4.8	4.1	4.8	2.9	1.4	4:30 P.M.
	CBS	7.1	9.0	8.7	5.7	2.7	1.1	
to								to
9:00 P.M.	MBS	3.4	4.5	3.4	2.8	3.7	0.9	5:00 P.M.
	NBC	5.1	5.8	4.9	5.0	5.8	3.3	
Sets-In-Use		23.1	28.0	23.6	20.4	18.0	10.9	
Available Homes		74.4	74.1	77.1	77.7	74.4	66.1	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: MONDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	3.7	4.3	3.2	3.7	5.8	2.0	5:00 P.M.	10:30 P.M.	ABC	4.2 †		3.7	4.6	5.3	4.2	6:30 P.M.
to	CBS	11.0	14.9	11.7	7.7	9.3	2.3	to	to	CBS	9.9 †		11.3	8.9	9.0	9.2	to
9:30 P.M.	MBS	3.1	3.8	3.6	2.2	1.3	1.4	5:30 P.M.	11:00 P.M.	MBS	3.7 †		4.9	3.1	1.7	2.9	7:00 P.M.
	NBC	5.6	6.6	5.4	5.5	4.3	2.8			NBC	6.5 †		5.9	6.8	9.6	6.3	
Sets-In-Use		26.8	33.4	26.2	21.8	23.3	13.7		Sets-In-Use		27.9 †		28.4	28.1	28.4	26.5	
Available Homes		75.7	75.3	76.2	77.0	77.5	73.6		Available Homes		77.4 †		78.5	76.5	74.7	77.8	

9:30 P.M.	ABC	2.9	3.1	3.3	2.8	1.5	2.0	5:30 P.M.
to	CBS	12.5	15.2	13.2	10.9	13.7	3.9	to
10:00 P.M.	MBS	3.0	3.7	2.8	2.5	0.9	2.4	6:00 P.M.
	NBC	6.1	5.8	6.7	6.8	8.5	4.6	
Sets-In-Use		28.2	32.1	28.4	25.6	27.5	18.2	
Available Homes		76.5	76.2	76.6	77.0	78.0	76.1	

11:00 P.M.	ABC					2.2	6.4	7:00 P.M.
to	CBS					8.9	6.4	to
11:30 P.M.	MBS					2.5	3.6	7:30 P.M.
	NBC					12.7	7.0	
Sets-In-Use						27.4	27.1	
Available Homes						75.6	78.1	

10:00 P.M.	ABC	2.7	2.0	3.0	3.8	4.4	2.1	6:00 P.M.
to	CBS	12.3	12.9	13.6	10.6	13.9	9.4	to
10:30 P.M.	MBS	2.4	2.1	2.7	1.7	1.7	3.8	6:30 P.M.
	NBC	6.2	6.0	7.3	5.5	7.3	5.4	
Sets-In-Use		27.8	27.8	30.2	25.6	30.7	25.7	
Available Homes		76.2	75.0	77.8	74.6	77.4	79.8	

11:30 P.M.	ABC					6.1	4.3	7:30 P.M.
to	CBS					8.4	7.9	to
12:00 P.M.	MBS					4.0	5.4	8:00 P.M.
	NBC					8.6	5.6	
Sets-In-Use						28.2	27.0	
Available Homes						77.1	76.1	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: MONDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 Mtd.	ABC				2.9	3.1	8:00 P.M.	
to	CBS				9.0	11.4	to	
12:30 A.M.	MBS				3.6	6.6	8:30 P.M.	
	NBC				9.1	6.8		
Sets-In-Use					25.9	31.6		
Available Homes					74.3	76.5		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:30 A.M.	ABC					1.1	9:30 P.M.	
to	CBS					12.2	to	
2:00 A.M.	MBS					1.8	10:00 P.M.	
	NBC					4.6		
Sets-In-Use						25.1		
Available Homes						70.2		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 A.M.	ABC				2.3	4.6	8:30 P.M.	
to	CBS				7.1	7.4	to	
1:00 A.M.	MBS				6.2	6.9	9:00 P.M.	
	NBC				4.6	6.1		
Sets-In-Use					22.7	20.3		
Available Homes					77.2	74.8		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:00 A.M.	ABC					1.1	10:00 P.M.	
to	CBS					7.4	to	
2:15 A.M.	MBS					1.8	10:15 P.M.	
	NBC					7.6		
Sets-In-Use						22.7		
Available Homes						71.2		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 A.M.	ABC					1.6	9:00 P.M.	
to	CBS					13.2	to	
1:30 A.M.	MBS					5.2	9:30 P.M.	
	NBC					5.9		
Sets-In-Use						31.5		
Available Homes						75.5		

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



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: TUESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	2.0	1.9	1.9	2.5	3.0	1.9	2:00 P.M.
to	CBS	2.7	3.1	2.7	2.3	1.9	1.7	to
	MBS	2.6	3.1	2.2	1.8	3.9	1.8	
6:30 P.M.	NBC	4.1	3.9	4.5	4.4	4.3	3.5	2:30 P.M.
Sets-In-Use		15.5	17.9	14.6	13.5	13.7	12.2	
Available Homes		73.9	78.9	74.5	72.4	63.1	60.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	3.2	3.8	3.4	2.3	2.9	2.4	3:30 P.M.
to	CBS	3.5	4.5	3.7	2.8	2.1	1.9	to
	MBS	2.3	2.3	3.2	1.8	3.4	1.1	
8:00 P.M.	NBC	4.6	4.5	6.3	4.9	3.1	2.4	4:00 P.M.
Sets-In-Use		17.2	19.6	19.5	14.1	13.6	11.2	
Available Homes		75.8	76.5	82.3	78.4	68.7	61.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	2.5	2.1	2.3	2.3	4.6	3.9	2:30 P.M.
to	CBS	2.7	2.4	4.2	2.5	2.7	1.2	to
	MBS	3.0	3.9	2.9	2.3	3.4	0.9	
7:00 P.M.	NBC	4.8	5.6	4.2	5.0	4.0	3.2	3:00 P.M.
Sets-In-Use		17.3	19.8	17.6	14.3	16.4	13.1	
Available Homes		75.2	79.8	79.0	74.5	63.0	57.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	1.9	1.7	1.8	2.4	2.6	1.5	4:00 P.M.
to	CBS	6.7	8.2	7.8	6.4	5.3	0.9	to
	MBS	2.5	2.5	3.0	1.7	2.1	3.2	
8:30 P.M.	NBC	4.7	5.1	6.6	4.4	2.6	1.5	4:30 P.M.
Sets-In-Use		19.3	21.2	23.1	17.3	15.3	10.8	
Available Homes		75.7	75.1	82.5	78.8	68.8	63.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	2.7	2.2	2.7	2.3	5.7	4.3	3:00 P.M.
to	CBS	3.2	3.6	4.0	2.8	1.9	1.1	to
	MBS	3.3	4.3	4.0	1.9	3.1	0.9	
7:30 P.M.	NBC	4.5	4.8	3.7	5.3	4.6	3.4	3:30 P.M.
Sets-In-Use		17.3	20.3	18.2	14.2	17.8	13.5	
Available Homes		76.2	78.9	81.2	76.2	68.3	60.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	2.1	2.2	1.9	2.9	2.4	1.3	4:30 P.M.
to	CBS	5.0	5.9	6.2	4.7	1.3	1.6	to
	MBS	3.9	5.2	4.7	2.3	1.8	0.9	
9:00 P.M.	NBC	6.3	7.2	6.9	7.0	4.2	1.8	5:00 P.M.
Sets-In-Use		21.0	24.9	22.9	19.1	13.9	9.0	
Available Homes		75.0	74.1	78.3	79.4	73.2	66.3	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: TUESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	2.6	2.7	2.0	2.6	4.3	2.9	5:00 P.M.
to	CBS	6.2	7.5	6.6	5.8	5.2	2.0	
9:30 P.M.	MBS	3.5	4.0	4.0	2.0	2.2	1.5	5:30 P.M.
	NBC	9.0	9.0	10.1	10.1	7.8	2.8	
Sets-In-Use		25.7	30.6	26.2	22.5	22.4	13.9	
Available Homes		76.3	75.6	76.7	76.7	80.5	72.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 P.M.	ABC	2.4 †		2.3	3.2	2.1	1.5	6:30 P.M.
to	CBS	2.9 †		3.0	3.0	4.3	1.8	
11:00 P.M.	MBS	3.7 †		4.1	2.5	3.8	4.7	7:00 P.M.
	NBC	12.9 †		15.4	10.0	15.9	11.5	
Sets-In-Use		26.5 †		28.7	23.8	28.5	25.8	
Available Homes		77.7 †		79.2	75.9	75.5	78.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:30 P.M.	ABC	2.2	2.2	1.7	2.8	2.1	1.9	5:30 P.M.
to	CBS	5.4	6.3	5.4	4.8	4.8	3.5	
10:00 P.M.	MBS	2.4	2.4	2.5	1.9	3.0	2.5	6:00 P.M.
	NBC	11.8	11.5	15.3	12.8	9.5	6.5	
Sets-In-Use		26.6	28.9	28.8	24.9	21.5	19.0	
Available Homes		75.9	75.0	76.2	76.2	78.6	76.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 P.M.	ABC					0.4	1.7	7:00 P.M.
to	CBS					6.2	4.4	
11:30 P.M.	MBS					3.9	6.4	7:30 P.M.
	NBC					10.8	9.5	
Sets-In-Use						24.9	26.4	
Available Homes						72.9	78.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 P.M.	ABC	2.1	1.7	2.0	3.5	1.7	1.5	6:00 P.M.
to	CBS	4.6	5.3	5.1	4.3	4.8	1.7	
10:30 P.M.	MBS	2.6	2.2	2.9	1.8	3.3	4.4	6:30 P.M.
	NBC	12.8	11.8	15.0	12.2	14.1	12.1	
Sets-In-Use		27.4	27.9	29.9	25.2	26.2	24.6	
Available Homes		78.1	74.8	77.7	75.4	78.5	79.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 P.M.	ABC					2.4	1.5	7:30 P.M.
to	CBS					8.3	6.3	
12:00 Mid.	MBS					2.0	5.9	8:00 P.M.
	NBC					11.1	9.2	
Sets-In-Use						25.3	28.1	
Available Homes						73.4	76.2	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: TUESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 Mid.	ABC				1.9	2.7	8:00 P.M.	
to	CBS				12.1	7.1		
12:30 A.M.	MBS				4.9	6.0	8:30 P.M.	
	NBC				10.5	8.4		
Sets-In-Use					30.7	29.9		
Available Homes					77.5	74.8		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:30 A.M.	ABC					2.9	9:30 P.M.	
to	CBS					3.5		
2:00 A.M.	MBS					1.9	10:00 P.M.	
	NBC					6.5		
Sets-In-Use						26.2		
Available Homes						71.4		

2:30 A.M.	ABC				2.1	3.4	8:30 P.M.
	CBS				5.2	2.6	
to	MBS				7.9	5.9	9:00 P.M.
1:00 A.M.	NBC				4.1	10.9	
Sets-In-Use					21.8	31.7	
Available Homes					73.1	75.9	

2:00 A.M.	ABC					1.0	10:00 P.M.
	CBS					4.8	
to	MBS					1.0	10:15 P.M.
2:15 A.M.	NBC					5.8	
Sets-In-Use						21.6	
Available Homes						70.3	

1:00 A.M.	ABC					4.1	9:00 P.M.
	CBS					4.4	
to	MBS					5.4	9:30 P.M.
1:30 A.M.	NBC					6.9	
Sets-In-Use						31.5	
Available Homes						74.9	

	ABC						
	CBS						
	MBS						
	NBC						
Sets-In-Use							
Available Homes							



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: WEDNESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	2.2	2.1	1.9	2.4	3.7	2.0	2:00 P.M. to 2:30 P.M.
to	CBS	2.6	2.9	2.8	2.4	2.0	1.5	
6:30 P.M.	MBS	2.5	2.7	2.9	1.8	5.1	0.7	
	NBC	4.3	4.4	3.3	5.4	4.4	3.6	
Sets-In-Use		16.0	13.6	15.0	14.3	15.7	10.6	
Available Homes		73.2	78.3	74.9	72.8	64.7	55.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	4.5	5.9	5.1	3.3	2.2	1.6	3:30 P.M. to 4:00 P.M.
to	CBS	3.1	3.4	3.0	3.8	2.2	1.4	
8:00 P.M.	MBS	2.5	2.5	3.2	2.3	3.0	1.1	
	NBC	4.3	4.3	5.5	4.6	3.0	1.8	
Sets-In-Use		17.9	20.3	20.7	16.1	13.3	8.9	
Available Homes		75.6	76.9	81.1	77.9	70.9	60.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	2.7	2.4	2.4	2.8	4.5	3.3	2:30 P.M. to 3:00 P.M.
to	CBS	2.6	2.7	3.3	2.9	1.5	1.1	
7:00 P.M.	MBS	2.8	4.0	2.2	1.9	2.6	0.8	
	NBC	4.5	4.8	3.4	5.7	5.0	3.3	
Sets-In-Use		17.0	20.3	14.5	16.1	15.3	11.8	
Available Homes		74.7	78.7	78.1	74.6	64.7	53.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	2.3	2.3	2.5	2.7	1.7	1.4	4:00 P.M. to 4:30 P.M.
to	CBS	5.0	5.9	5.7	4.2	5.9	1.5	
8:30 P.M.	MBS	3.4	4.6	2.6	2.5	3.0	2.7	
	NBC	5.7	6.9	6.5	4.6	3.8	2.6	
Sets-In-Use		20.0	23.9	20.8	16.3	17.2	12.0	
Available Homes		75.5	75.9	81.3	78.3	70.5	60.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	2.5	2.1	2.8	1.8	5.6	3.6	3:00 P.M. to 3:30 P.M.
to	CBS	2.9	3.8	2.7	2.6	3.0	0.9	
7:30 P.M.	MBS	3.1	3.8	4.0	2.2	2.2	0.6	
	NBC	5.0	6.1	4.2	4.9	4.3	2.6	
Sets-In-Use		17.6	21.2	17.5	14.0	17.0	11.6	
Available Homes		76.1	78.8	80.3	76.7	70.2	60.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	3.2	2.9	3.3	4.8	3.4	1.7	4:30 P.M. to 5:00 P.M.
to	CBS	6.1	7.4	6.7	5.4	3.1	2.3	
9:00 P.M.	MBS	3.1	4.2	2.9	1.8	2.7	1.3	
	NBC	5.5	5.5	6.4	5.6	5.0	3.5	
Sets-In-Use		21.6	25.3	21.9	19.3	17.8	12.6	
Available Homes		74.9	74.4	76.5	78.7	77.7	66.8	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: WEDNESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 P.M.	ABC	2.8	3.1	2.0	3.5	6.2	1.2	5:00 P.M. to 5:30 P.M.
to	CBS	5.2	5.8	5.8	5.4	6.3	2.1	
to	MBS	3.7	5.0	3.8	2.3	3.5	1.4	
to	NBC	7.6	9.0	8.1	8.0	3.2	2.7	
Sets-In-Use		23.6	28.5	22.7	21.1	22.4	12.7	
Available Homes		75.1	73.4	76.0	77.6	80.8	73.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 P.M.	ABC	4.6 †		5.8	4.0	3.6	3.8	6:30 P.M. to 7:00 P.M.
to	CBS	4.8 †		5.5	3.9	5.4	4.8	
to	MBS	3.1 †		3.8	2.8	2.3	2.5	
to	NBC	9.2 †		8.9	10.0	11.9	7.5	
Sets-In-Use		25.0 †		27.0	25.3	26.9	24.9	
Available Homes		76.4 †		76.8	74.6	75.9	78.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 P.M.	ABC	2.4	2.7	2.0	2.2	2.3	2.4	5:30 P.M. to 6:00 P.M.
to	CBS	4.8	5.0	5.0	4.3	8.7	3.1	
to	MBS	2.3	2.4	2.4	2.0	2.5	2.2	
to	NBC	11.8	13.4	12.8	12.8	8.3	4.1	
Sets-In-Use		26.3	30.0	26.2	24.5	24.2	17.0	
Available Homes		75.3	74.4	76.3	75.2	79.9	75.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 P.M.	ABC					3.0	6.0	7:00 P.M. to 7:30 P.M.
to	CBS					5.4	4.5	
to	MBS					3.7	2.2	
to	NBC					12.4	7.7	
Sets-In-Use						26.8	24.8	
Available Homes						75.1	75.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 P.M.	ABC	5.7	7.9	5.7	3.4	2.1	2.3	6:00 P.M. to 6:30 P.M.
to	CBS	5.6	5.6	6.7	3.5	8.8	5.5	
to	MBS	2.5	2.3	2.6	2.3	2.5	3.9	
to	NBC	8.1	6.8	8.2	12.7	8.6	6.2	
Sets-In-Use		27.2	29.5	26.8	26.1	25.2	22.1	
Available Homes		75.5	73.9	76.5	75.6	75.3	79.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 P.M.	ABC					2.2	2.6	7:30 P.M. to 8:00 P.M.
to	CBS					6.5	6.1	
to	MBS					3.1	5.4	
to	NBC					11.2	10.0	
Sets-In-Use						25.0	20.8	
Available Homes						74.4	76.3	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: WEDNESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 Mid.	ABC				4.9	1.8	3:00 P.M.	
to	CBS				5.3	8.3	to	
12:30 A.M.	MBS				3.8	5.9	3:30 P.M.	
	NBC				8.4	9.1		
Sets-In-Use					23.5	29.3		
Available Homes					72.7	73.5		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:30 A.M.	ABC					6.5	9:30 P.M.	
to	CBS					2.4	to	
2:00 A.M.	MBS					1.0	10:00 P.M.	
	NBC					9.6		
Sets-In-Use						31.3		
Available Homes						71.4		

12:30 A.M.	ABC				3.6	2.7	8:30 P.M.
to	CBS				5.2	3.8	to
1:30 A.M.	MBS				6.5	5.2	9:00 P.M.
	NBC				6.1	9.3	
Sets-In-Use					22.6	29.2	
Available Homes					73.4	72.8	

2:00 A.M.	ABC					2.9	10:00 P.M.
to	CBS					3.9	to
2:15 A.M.	MBS					1.5	10:15 P.M.
	NBC					7.1	
Sets-In-Use						26.8	
Available Homes						69.9	

1:00 A.M.	ABC					9.9	9:00 P.M.
to	CBS					5.0	to
1:30 A.M.	MBS					3.5	9:30 P.M.
	NBC					5.0	
Sets-In-Use						32.3	
Available Homes						73.5	

	ABC						
	CBS						
	MBS						
	NBC						
Sets-In-Use							
Available Homes							



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: THURSDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	2.2	2.1	1.9	2.6	3.1	2.6	2:00 P.M. to 2:30 P.M.
to	CBS	2.7	2.8	2.5	2.5	3.5	2.3	
6:30 P.M.	MBS	2.4	2.8	2.5	2.0	2.7	1.2	
	NBC	4.0	3.9	3.7	4.7	4.7	3.1	
Sets-In-Use		15.9	18.1	14.5	14.3	15.6	12.7	
Available Homes		72.6	77.7	74.3	71.5	58.7	57.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	2.3	1.5	2.8	3.5	2.1	2.5	3:30 P.M. to 4:00 P.M.
to	CBS	4.7	6.2	4.9	3.4	1.5	2.0	
8:00 P.M.	MBS	2.4	2.3	3.5	2.0	2.4	1.0	
	NBC	4.1	4.4	4.6	4.3	3.9	2.0	
Sets-In-Use		17.1	18.7	19.2	15.5	14.8	11.4	
Available Homes		75.6	76.0	81.5	78.1	71.3	61.5	

6:30 P.M.	ABC	2.5	1.8	2.7	2.7	5.3	3.2	2:30 P.M. to 3:00 P.M.
to	CBS	2.7	2.6	3.9	2.6	1.5	1.2	
7:00 P.M.	MBS	2.6	3.1	2.7	2.5	3.6	0.5	
	NBC	4.5	5.0	4.0	5.0	2.3	2.9	
Sets-In-Use		16.6	18.2	17.1	15.2	15.3	12.0	
Available Homes		74.5	78.6	78.0	74.5	67.7	56.1	

8:00 P.M.	ABC	1.8	1.6	2.1	2.4	1.3	1.4	4:00 P.M. to 4:30 P.M.
to	CBS	6.6	8.9	7.6	4.2	3.6	1.2	
8:30 P.M.	MBS	2.2	1.8	2.3	2.2	4.3	3.1	
	NBC	5.1	5.3	5.9	5.6	5.1	2.6	
Sets-In-Use		19.1	21.3	20.6	16.8	17.0	12.7	
Available Homes		74.6	73.8	80.2	78.0	71.7	63.0	

7:00 P.M.	ABC	2.5	2.0	2.1	2.2	4.5	4.4	3:00 P.M. to 3:30 P.M.
to	CBS	3.1	3.7	3.5	2.9	1.4	1.0	
7:30 P.M.	MBS	3.1	4.0	3.8	1.9	4.1	0.3	
	NBC	4.7	5.4	4.7	4.6	2.9	3.1	
Sets-In-Use		17.3	20.1	17.6	14.1	15.6	12.3	
Available Homes		75.1	78.0	79.9	75.9	64.9	58.5	

8:30 P.M.	ABC	2.4	2.5	2.8	2.6	2.0	1.4	4:30 P.M. to 5:00 P.M.
to	CBS	6.5	8.3	7.9	4.8	2.9	1.7	
9:00 P.M.	MBS	2.3	2.6	2.4	2.0	2.5	1.7	
	NBC	5.8	6.9	5.8	5.3	4.7	3.1	
Sets-In-Use		20.4	24.2	22.0	16.8	14.7	11.9	
Available Homes		74.5	73.7	78.0	77.3	76.5	66.3	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: THURSDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	3.1	3.4	2.4	4.0	2.2	2.4	5:00 P.M. to 5:30 P.M.	10:30 P.M.	ABC	2.5 †		1.9	2.9	2.7	1.8	6:30 P.M. to 7:00 P.M.
to	CBS	6.3	7.4	7.1	5.6	5.8	1.8		to	CBS	8.1 †		9.3	6.8	10.4 †	7.1	
9:30 P.M.	MBS	3.1	4.2	3.3	1.6	3.2	1.1		11:00 P.M.	MBS	3.6 †		4.1	3.9	2.7	2.6	
	NBC	6.6	7.9	6.4	6.8	6.0	2.6			NBC	6.8 †		6.7	6.0	10.5	7.1	
Sets-In-Use		23.0	27.5	22.1	20.7	21.2	12.8		Sets-In-Use		24.8 †		25.0	24.3	28.7	24.1	
Available Homes		74.6	74.1	76.3	76.9	76.5	69.2		Available Homes		75.7 †		75.6	74.8	74.3	77.5	

9:30 P.M.	ABC	2.7	2.9	1.9	3.8	1.9	1.8	5:30 P.M. to 6:00 P.M.	11:00 P.M.	ABC					3.2	2.9	7:00 P.M. to 7:30 P.M.
to	CBS	8.0	9.3	8.5	6.7	10.8	3.2		to	CBS					8.9	5.8	
10:00 P.M.	MBS	2.4	2.1	2.4	2.3	2.5	3.1		11:30 P.M.	MBS					3.5	3.6	
	NBC	6.0	6.8	6.2	5.7	5.3	3.6			NBC					8.7	7.5	
Sets-In-Use		23.2	25.8	22.3	21.0	22.6	18.6		Sets-In-Use						26.0	25.3	
Available Homes		74.4	73.7	74.6	73.5	77.4	76.7		Available Homes						73.1	75.5	

10:00 P.M.	ABC	2.3	2.1	2.2	3.2	3.5	1.6	6:00 P.M. to 6:30 P.M.	11:30 P.M.	ABC					1.4	2.3	7:30 P.M. to 8:00 P.M.
to	CBS	7.2	7.7	7.9	7.4	6.2	4.0		to	CBS					7.2	5.7	
10:30 P.M.	MBS	3.0	2.6	3.0	2.7	3.3	4.5		12:00 Mid.	MBS					2.5	5.5	
	NBC	7.1	7.0	7.6	7.6	8.0	5.7			NBC					9.5	6.9	
Sets-In-Use		23.5	23.8	23.7	24.1	23.9	20.7		Sets-In-Use						23.3	24.6	
Available Homes		74.2	73.3	75.0	73.4	74.6	77.3		Available Homes						72.4	71.7	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: THURSDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
12:00 Mid. to 12:30 A.M.	ABC				1.5	2.0	8:00 P.M. to 8:30 P.M.	1:30 A.M. to 2:00 A.M.	ABC					2.6	9:30 P.M. to 10:00 P.M.		
	CBS				5.7	9.3			CBS					3.7			
	MBS				5.5	3.4			MBS					1.5			
	NBC				7.6	8.9			NBC					5.8			
Sets-In-Use					22.5	30.4	Sets-In-Use						24.4				
Available Homes					71.8	72.6	Available Homes						70.1				
12:30 A.M. to 1:00 A.M.	ABC				2.3	3.5	8:30 P.M. to 9:00 P.M.	2:00 A.M. to 2:15 A.M.	ABC					1.0	10:00 P.M. to 10:15 P.M.		
	CBS				4.8	6.4			CBS					4.8			
	MBS				5.1	3.9			MBS					2.4			
	NBC				6.0	9.1			NBC					5.3			
Sets-In-Use					20.7	33.0	Sets-In-Use						21.9				
Available Homes					72.5	73.0	Available Homes						68.2				
1:00 A.M. to 1:30 A.M.	ABC					3.5	9:00 P.M. to 9:30 P.M.		ABC								
	CBS					6.7			CBS								
	MBS					3.0			MBS								
	NBC					6.2			NBC								
Sets-In-Use						30.3	Sets-In-Use										
Available Homes						71.1	Available Homes										



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	2.3	2.1	2.2	2.8	3.3	2.0	2:00 P.M.
to	CBS	2.8	3.0	2.9	3.3	3.5	1.2	
	MBS	2.1	2.2	2.3	2.1	3.3	0.7	
6:30 P.M.	NBC	4.2	4.5	3.3	4.7	3.5	3.9	
Sets-In-Use		15.6	17.2	14.2	15.3	17.0	12.2	2:30 P.M.
Available Homes		71.5	75.0	72.8	71.3	64.0	59.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	4.3	5.9	4.4	2.3	3.2	2.1	3:30 P.M.
to	CBS	3.4	3.6	3.5	3.9	2.5	1.9	
	MBS	2.0	2.3	2.3	1.8	1.7	1.1	4:00 P.M.
8:00 P.M.	NBC	4.1	4.3	4.4	4.5	3.2	2.5	
Sets-In-Use		17.6	20.4	18.1	14.8	14.7	12.1	
Available Homes		73.5	73.2	79.2	77.4	67.7	60.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	2.3	2.0	1.8	2.6	4.9	3.0	2:30 P.M.
to	CBS	2.1	2.2	2.5	2.2	1.1	0.8	
	MBS	2.5	3.1	2.5	2.3	3.0	0.3	
7:00 P.M.	NBC	4.4	4.9	3.7	4.6	4.9	3.6	
Sets-In-Use		15.7	18.1	14.8	13.8	15.7	11.5	3:00 P.M.
Available Homes		72.1	75.1	75.7	73.0	66.1	55.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	5.2	7.2	5.5	3.4	1.9	0.9	4:00 P.M.
to	CBS	4.5	5.5	4.8	4.2	4.7	0.8	
	MBS	2.1	1.7	2.3	2.1	3.7	3.0	4:30 P.M.
8:30 P.M.	NBC	4.1	4.2	5.1	3.9	3.1	2.8	
Sets-In-Use		19.1	22.2	20.9	15.7	15.4	11.5	
Available Homes		72.4	70.6	79.3	76.6	71.2	59.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	2.5	2.1	2.6	2.5	3.8	3.7	3:00 P.M.
to	CBS	3.2	3.5	3.3	3.1	3.4	1.6	
	MBS	3.1	4.1	3.1	1.9	4.2	0.5	
7:30 P.M.	NBC	4.6	5.4	4.1	4.6	3.2	3.2	
Sets-In-Use		17.3	19.9	17.2	14.0	17.5	13.0	3:30 P.M.
Available Homes		72.8	74.2	78.1	74.6	64.6	58.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	6.1	8.4	6.2	4.6	2.7	1.4	4:30 P.M.
to	CBS	4.2	4.5	5.0	4.8	3.5	1.4	
	MBS	2.2	2.6	2.1	1.9	3.3	1.4	5:00 P.M.
9:00 P.M.	NBC	4.4	4.1	5.7	4.9	4.7	2.7	
Sets-In-Use		20.6	24.2	22.0	17.8	17.0	11.5	
Available Homes		72.3	69.8	76.9	75.9	76.3	65.4	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 P.M.	ABC	7.6	9.2	8.2	7.2	6.8	2.0	5:00 P.M. to 5:30 P.M.
	CBS	3.8	3.9	4.7	4.0	4.0	1.8	
	MBS	2.8	3.5	2.8	2.1	2.8	1.3	
	NBC	5.2	5.1	5.4	6.3	6.0	3.4	
Sets-In-Use		23.6	27.0	24.6	21.4	22.1	13.7	
Available Homes		71.9	69.4	74.3	75.4	74.2	70.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 P.M.	ABC	5.7 †		5.4	7.0	6.4	3.7	6:30 P.M. to 7:00 P.M.
	CBS	5.9 †		7.1	4.0	6.8	6.5	
	MBS	3.7 †		4.6	2.8	2.5	3.8	
	NBC	4.5 †		3.8	4.6	7.7	4.5	
Sets-In-Use		24.1 †		24.6	23.4	25.8	23.5	
Available Homes		73.2 †		74.0	71.4	72.6	74.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 P.M.	ABC	6.2	7.0	6.3	7.3	5.4	1.7	5:30 P.M. to 6:00 P.M.
	CBS	5.6	6.6	6.0	4.7	6.2	2.8	
	MBS	2.7	2.8	3.5	2.1	2.2	2.4	
	NBC	5.5	5.2	6.3	6.2	5.2	4.2	
Sets-In-Use		24.8	27.8	26.1	22.6	21.5	16.3	
Available Homes		71.6	69.9	73.4	71.8	73.4	73.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 P.M.	ABC					5.6	4.5	7:00 P.M. to 7:30 P.M.
	CBS					5.4	5.3	
	MBS					2.5	3.4	
	NBC					6.4	5.8	
Sets-In-Use						22.0	23.8	
Available Homes						71.4	73.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 P.M.	ABC	5.0	4.8	5.5	7.2	5.4	1.7	6:00 P.M. to 6:30 P.M.
	CBS	6.6	6.6	7.2	6.2	6.3	6.6	
	MBS	2.4	2.4	2.8	1.5	2.6	2.9	
	NBC	7.2	6.9	8.2	7.8	7.8	5.5	
Sets-In-Use		26.1	26.8	28.1	25.8	23.7	21.3	
Available Homes		71.5	69.8	72.8	71.8	70.7	75.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 P.M.	ABC					5.6	4.4	7:30 P.M. to 8:00 P.M.
	CBS					5.6	5.2	
	MBS					2.8	5.2	
	NBC					6.6	5.1	
Sets-In-Use						22.7	23.9	
Available Homes						68.0	71.4	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 A.M.	ABC				7.0	3.4	8:00 P.M. to 8:30 P.M.	
	CBS				6.3	6.3		
to	MBS				4.4	5.4		
12:30 A.M.	NBC				4.9	3.7		
Sets-In-Use					23.4	23.7		
Available Homes					70.1	68.6		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:30 A.M.	ABC					4.9	9:30 P.M. to 10:00 P.M.	
	CBS					4.9		
to	MBS					0.9		
2:00 A.M.	NBC					4.0		
Sets-In-Use						24.8		
Available Homes						68.4		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 P.M.	ABC				3.7	8.4	8:30 P.M. to 9:00 P.M.	
	CBS				5.0	4.0		
to	MBS				6.5	2.6		
1:00 P.M.	NBC				2.6	5.8		
Sets-In-Use					20.3	28.7		
Available Homes					70.9	63.5		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:00 A.M.	ABC					1.7	10:00 P.M. to 10:15 P.M.	
	CBS					2.0		
to	MBS					2.2		
2:15 A.M.	NBC					6.2		
Sets-In-Use						20.8		
Available Homes						63.0		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 A.M.	ABC					8.9	9:00 P.M. to 9:30 P.M.	
	CBS					2.8		
to	MBS					3.3		
1:30 A.M.	NBC					5.7		
Sets-In-Use						29.8		
Available Homes						68.0		

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



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

DAYTIME AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
↑ ↑ 9:00 A.M.	ABC							
to	CBS							
↑ ↑ 9:30 A.M.	MBS							
	NBC							
Sets-In-Use								
Available Homes								

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:30 A.M.	ABC	2.0 ↑	2.0					
to	CBS	2.5 ↑	2.5					
to	MBS	1.5 ↑	1.5					
10:00 A.M.	NBC	2.1 ↑	2.1					
Sets-In-Use		11.4	11.4					
Available Homes		78.9 ↑	78.9					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
↑ ↑ 10:00 A.M.	ABC							
to	CBS							
to	MBS							
↑ ↑ 10:30 A.M.	NBC							
Sets-In-Use								
Available Homes								

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 A.M.	ABC	1.8 ↑	1.6	1.7	2.5			
to	CBS	1.8 ↑	1.4	2.3	2.0			
to	MBS	1.8 ↑	1.6	2.5	1.0			
10:30 A.M.	NBC	2.7 ↑	2.4	2.5	3.8			
Sets-In-Use		11.3 ↑	11.2	11.2	11.5			
Available Homes		79.4 ↑	76.7	82.8	81.4			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
↑ ↑ 10:00 A.M.	ABC	1.3 ↑	1.3					
to	CBS	1.8 ↑	1.8					
to	MBS	1.9 ↑	1.9					
↑ ↑ 10:30 A.M.	NBC	2.3 ↑	2.3					
Sets-In-Use		9.7 ↑	9.7					
Available Homes		79.0 ↑	79.0					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 A.M.	ABC	1.8 ↑	1.7	1.5	2.4			
to	CBS	2.8 ↑	2.1	3.7	3.2			
to	MBS	2.2 ↑	2.4	2.0	1.9			
11:00 A.M.	NBC	3.4 ↑	3.0	4.0	3.6			
Sets-In-Use		13.6 ↑	13.8	13.3	13.4			
Available Homes		78.5 ↑	76.5	80.8	80.2			



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

DAYTIME AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 A.M.	ABC	1.7 †	1.7	1.0	2.5	††		
to	CBS	3.9 †	3.9	3.9	4.2			
11:30 A.M.	MBS	2.2 †	2.2	2.9	1.1			
	NBC	2.5 †	2.8	2.1	2.4			
Sets-In-Use		14.2 †	16.0	12.1	12.9			
Available Homes		76.8 †	76.6	78.1	75.7			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 P.M.	ABC	1.6	1.8	1.0	1.9	††	1.8	
to	CBS	4.9	5.7	6.8	2.9		2.9	
1:00 P.M.	MBS	1.7	1.8	1.3	2.6		1.1	
	NBC	2.2	1.6	2.3	2.9		2.7	
Sets-In-Use		14.4	15.8	15.0	13.3		11.3	
Available Homes		74.3	73.7	76.4	71.9		76.6	

11:30 A.M.	ABC	1.6 †	1.5	1.2	2.1		
to	CBS	4.8 †	4.8	5.1	4.9		
12:00 NOON	MBS	1.7 †	1.8	1.8	1.3		
	NBC	2.3 †	1.9	2.7	2.5		
Sets-In-Use		14.2 †	15.3	13.8	12.4		
Available Homes		75.3 †	74.4	78.7	73.1		

1:00 P.M.	ABC	1.6	1.8	1.1	2.3		1.3
to	CBS	5.8	6.0	6.3	4.8		4.8
1:30 P.M.	MBS	1.7	1.7	2.3	2.0		0.7
	NBC	2.1	1.7	2.0	3.1		1.8
Sets-In-Use		15.1	16.0	14.3	16.0		12.0
Available Homes		74.5	73.3	76.3	73.3		76.2

12:00 NOON	ABC	1.7	2.1	0.9	1.8		1.4
to	CBS	5.0	5.2	6.0	4.5		3.2
12:30 P.M.	MBS	1.8	1.8	2.4	1.7		0.6
	NBC	2.3	2.3	1.7	2.5		2.7
Sets-In-Use		14.3	15.9	14.2	12.9		11.3
Available Homes		75.6	75.4	75.8	72.3		79.6

1:30 P.M.	ABC	1.9	2.1	1.3	2.9		1.4
to	CBS	5.1	5.0	5.1	5.0		5.5
2:00 P.M.	MBS	1.7	1.7	2.2	1.3		0.8
	NBC	1.5	1.1	1.5	2.8		0.5
Sets-In-Use		14.9	16.1	14.2	14.9		12.1
Available Homes		74.2	73.5	76.2	74.0		73.9



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

DAYTIME AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 A.M.	ABC	1.5	1.2	1.7	1.9	††	1.2	10:00 A.M.
	CBS	4.4	4.0	4.2	4.1		5.7	to
	MBS	1.9	1.6	1.8	2.7		2.4	10:30 A.M.
	NBC	2.0	1.2	3.1	3.4		0.7	
Sets-In-Use		15.3	15.5	15.1	15.1		14.6	
Available Homes		72.2	71.3	73.5	74.7		70.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:30 P.M.	ABC	1.5	1.3	1.1	2.4	††	1.0	11:30 A.M.
	CBS	2.3	1.9	2.0	2.8		3.9	to
	MBS	2.1	1.8	2.7	2.2		1.9	12:00 NOON
	NBC	1.8	1.3	1.9	2.4		2.5	
Sets-In-Use		15.0	16.0	16.0	12.9		14.2	
Available Homes		71.1	69.4	73.9	72.5		69.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 A.M.	ABC	1.5	1.1	1.7	2.3		1.7	10:30 A.M.
	CBS	3.3	2.6	4.5	2.8		4.0	to
	MBS	1.8	1.7	2.3	1.6		1.3	11:00 A.M.
	NBC	1.7	1.0	2.6	2.2		1.7	
Sets-In-Use		14.9	15.7	16.7	11.6		14.2	
Available Homes		71.9	70.3	75.0	72.1		72.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:00 P.M.	ABC	1.5	1.2	1.2	2.6		1.4	12:00 NOON
	CBS	2.2	2.4	1.9	1.5		2.6	to
	MBS	2.0	1.9	2.5	1.8		1.8	12:30 P.M.
	NBC	1.9	1.6	1.8	2.6		2.2	
Sets-In-Use		14.7	16.5	15.1	10.6		14.3	
Available Homes		70.4	69.0	74.3	70.8		67.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 A.M.	ABC	1.5	1.4	1.4	2.2		1.2	11:00 A.M.
	CBS	2.8	2.1	2.7	4.1		3.2	to
	MBS	1.5	1.8	1.5	1.2		0.6	11:30 A.M.
	NBC	1.7	1.1	1.4	3.2		1.4	
Sets-In-Use		14.5	16.3	13.1	14.8		10.4	
Available Homes		71.6	68.3	76.2	75.3		69.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:30 P.M.	ABC	1.6	1.6	0.9	2.5		1.8	12:30 P.M.
	CBS	2.1	2.2	2.2	2.0		1.8	to
	MBS	1.9	2.0	2.1	1.6		1.3	1:00 P.M.
	NBC	1.7	1.3	1.9	2.2		2.4	
Sets-In-Use		14.5	16.3	15.4	11.4		12.8	
Available Homes		70.8	69.6	73.5	72.0		67.2	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

DAYTIME-EVENING AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:00 P.M.	ABC	1.4	1.3	1.0	2.3	1.1	1.3	1:00 P.M.
to	CBS	1.6	1.8	1.4	1.8		1.1	to
5:30 P.M.	MBS	2.0	2.0	2.2	1.8		0.9	1:30 P.M.
	NBC	1.8	1.4	1.3	2.8		2.7	
Sets-In-Use		14.4	16.3	13.6	12.4		13.8	
Available Homes		70.4	70.6	72.7	71.4		63.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	1.7	1.6	1.3	2.3	2.4	1.4	2:30 P.M.
to	CBS	4.2	4.4	4.5	4.7	2.5	2.5	to
7:00 P.M.	MBS	2.6	3.2	2.6	1.9	5.1	0.8	3:00 P.M.
	NBC	2.7	2.9	2.4	2.8	3.5	1.6	
Sets-In-Use		16.1	18.5	15.0	15.0	16.2	11.4	
Available Homes		72.8	73.3	75.2	74.5	67.3	66.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:30 P.M.	ABC	1.2	1.0	1.4	1.4		1.1	1:30 P.M.
to	CBS	2.1	2.3	2.2	2.3		1.2	to
6:00 P.M.	MBS	2.3	2.4	3.3	1.3		1.2	2:00 P.M.
	NBC	2.3	2.6	1.8	2.7		1.3	
Sets-In-Use		14.1	15.8	16.2	10.6		11.1	
Available Homes		71.3	72.3	72.9	71.2		66.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	1.9	2.1	1.8	2.0	2.6	0.8	3:00 P.M.
to	CBS	3.2	3.7	3.6	2.2	1.9	1.3	to
7:30 P.M.	MBS	3.0	3.0	3.6	3.1	3.9	1.7	3:30 P.M.
	NBC	2.6	2.7	3.2	2.8	2.2	1.2	
Sets-In-Use		15.5	17.2	15.8	14.0	15.4	11.6	
Available Homes		71.5	71.6	75.5	73.0	65.5	64.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	1.6	1.5	1.4	2.4	1.8	1.1	2:00 P.M.
to	CBS	2.8	3.2	2.3	3.2	1.8	2.1	to
6:30 P.M.	MBS	2.2	2.3	2.8	1.3	4.2	1.0	2:30 P.M.
	NBC	3.1	3.6	2.7	2.8	2.9	2.1	
Sets-In-Use		15.2	17.6	13.9	12.9	13.8	12.5	
Available Homes		71.7	71.9	72.9	74.0	67.0	67.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	2.0	2.5	1.9	1.7	1.9	1.2	3:30 P.M.
to	CBS	2.5	2.8	2.8	2.6	1.0	1.0	to
8:00 P.M.	MBS	2.6	2.8	3.3	2.2	3.5	1.0	4:00 P.M.
	NBC	4.9	5.9	5.2	4.3	4.7	1.8	
Sets-In-Use		16.4	19.0	16.1	13.5	14.8	13.0	
Available Homes		72.0	70.0	77.1	74.1	73.6	66.2	



For Explanation of Symbols See Page D

"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:00 P.M.	ABC	2.9	4.2	2.1	2.1	2.8	1.0	4:00 P.M.
to	CBS	3.1	3.0	3.9	3.7	2.8	1.1	
5:30 P.M.	MBS	3.3	3.5	4.3	2.9	4.1	1.4	4:30 P.M.
	NBC	6.2	7.5	6.6	4.6	4.3	2.5	
Sets-In-Use		19.2	22.1	19.8	15.9	17.1	12.9	
Available Homes		70.2	68.1	75.9	73.7	68.4	63.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:30 P.M.	ABC	6.3	7.9	5.1	6.5	6.5	1.9	5:30 P.M.
to	CBS	4.3	4.6	4.4	5.0	3.0	2.6	to
10:00 P.M.	MBS	1.7	1.5	1.8	1.6	2.8	1.5	6:00 P.M.
	NBC	8.4	9.2	8.8	8.1	9.7	4.6	
Sets-In-Use		23.6	26.4	23.0	22.8	23.4	15.8	
Available Homes		68.7	66.9	69.2	69.5	73.9	71.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:30 P.M.	ABC	4.2	5.8	4.2	3.0	3.1	1.3	4:30 P.M.
to	CBS	3.5	3.6	4.1	3.9	4.2	1.5	to
5:00 P.M.	MBS	2.3	2.3	2.6	2.3	4.2	1.7	5:00 P.M.
	NBC	6.5	6.9	9.3	6.0	2.9	1.9	
Sets-In-Use		20.1	22.4	22.7	17.3	18.6	12.7	
Available Homes		69.8	67.5	73.8	71.9	76.6	65.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 P.M.	ABC	4.7	4.3	4.6	7.6	7.2	1.3	6:00 P.M.
to	CBS	4.3	4.6	4.5	3.7	3.5	3.5	to
10:30 P.M.	MBS	2.5	2.6	3.5	1.6	1.7	1.8	6:30 P.M.
	NBC	8.0	7.2	10.1	8.1	10.3	6.5	
Sets-In-Use		22.7	22.0	25.7	23.4	24.3	18.3	
Available Homes		68.1	65.9	68.3	69.7	72.2	71.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:00 P.M.	ABC	5.7	7.8	5.0	5.3	2.2	1.5	5:00 P.M.
to	CBS	2.8	2.8	3.7	3.0	2.2	1.5	to
5:30 P.M.	MBS	1.9	1.7	2.1	1.8	2.6	2.5	5:30 P.M.
	NBC	9.2	9.9	11.4	8.8	12.4	2.6	
Sets-In-Use		22.8	25.6	24.6	20.2	20.8	14.3	
Available Homes		69.5	67.6	71.4	71.8	72.1	68.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 P.M.	ABC	5.0 †		4.5	6.2	7.7	2.9	6:30 P.M.
to	CBS	3.9 †		4.6	3.7	4.2	3.0	to
11:00 P.M.	MBS	3.2 †		4.8	2.2	2.8	2.2	7:00 P.M.
	NBC	7.6 †		6.9	4	10.7	6.7	
Sets-In-Use		23.2 †		23.8	24.0	26.2	19.8	
Available Homes		69.5 †		68.4	69.5	69.7	71.3	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 P.M.	ABC				6.1	2.9	7:00 P.M. to 7:30 P.M.	
to	CBS				4.2	3.5		
11:30 P.M.	MBS				2.7	3.6		
	NBC				11.7	9.4		
Sets-In-Use					27.6	23.4		
Available Homes					70.5	71.2		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 A.M.	ABC				1.6	6.6	8:30 P.M. to 9:00 P.M.	
to	CBS				4.6	2.1		
1:00 A.M.	MBS				7.8	3.4		
	NBC				4.3	10.6		
Sets-In-Use					21.1	27.8		
Available Homes					68.2	66.4		

11:30 P.M.	ABC				2.6	5.0	7:30 P.M. to 8:00 P.M.
to	CBS				5.1	3.6	
12:00 Mid.	MBS				3.7	2.9	
	NBC				12.1	10.0	
Sets-In-Use					27.0	24.2	
Available Homes					69.9	67.4	

1:00 A.M.	ABC					8.3	9:00 P.M. to 9:30 P.M.
to	CBS					2.7	
1:30 A.M.	MBS					3.7	
	NBC					5.0	
Sets-In-Use						28.1	
Available Homes						65.8	

12:00 Mid.	ABC				3.2	5.3	8:00 P.M. to 8:30 P.M.
to	CBS				9.5	2.6	
12:30 A.M.	MBS				7.2	3.5	
	NBC				5.8	9.8	
Sets-In-Use					28.2	25.5	
Available Homes					71.0	65.8	

1:30 A.M.	ABC					5.6	9:30 P.M. to 10:00 P.M.
to	CBS					3.8	
2:00 A.M.	MBS					1.2	
	NBC					3.1	
Sets-In-Use						20.9	
Available Homes						61.8	



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

EVENING AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 P.M.	ABC						2.8	10:00 P.M. to 10:15 P.M.
	CBS						4.9	
	MBS						0.6	
10:15 P.M.	NBC						4.1	
Sets-In-Use							10.7	
Available Homes							62.0	

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

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
	PROGRAM NAME	Overall Average	By Individual Areas					PROGRAM NAME	"National" Average	By Individual Areas			
East			North Central	South	Mountain	Pacific	East			North Central	South	Mountain	Pacific
ADVENTURERS' CLUB	4.8	4.8	5.4	4.9	§	3.9	BOD HAWK SHOW	9.5 CH		11.3	8.9	§	8.8
ADVENTURES OF SAM SPADE	7.9	6.2	7.7	7.0	6.8	8.4	BOXING BOUT	4.2	3.8	4.5	4.3	5.3	4.7
ADVENTURES OF THE FALCON	4.6	5.1	4.7	2.5	4.7	5.7	BREAKFAST CLUB (Toni Co.) (Effective Sept. 1 Sponsored by Toni Co.)	3.5	3.6	2.9	4.5	3.0	2.5
AMERICAN ALBUM OF FAMILIAR MUSIC	8.7	8.9	9.2	8.9	7.3	7.5	BREAKFAST CLUB (Philco)	4.7	4.5	4.8	5.2	3.6	4.8
AMERICAN MELODY HOUR	4.9	5.6	5.9	3.9	§	2.0	BREAKFAST CLUB (Swift 9:30)	4.5	4.1	4.5	5.1	5.2	4.7
AMERICA'S TOWN MEETING OF THE AIR (Co-op)	3.5	3.4	2.9	4.0	§§	3.6	BREAKFAST CLUB (Swift 9:15)	3.9	3.6	4.0	4.5	3.6	3.7
ARTHUR GODFREY (KMF) (Program broadcast June thru Sept.)	3.3	3.9	3.8	2.3	3.5	1.5	BREAKFAST IN HOLLYWOOD (Kellogg) (Rebroadcast to Pacific Area cancelled July 4)	4.9	4.4	5.0	4.8	6.9	6.6
ARTHUR HALE	2.7	2.7	§§	§§	§	§§	BREAKFAST IN HOLLYWOOD (P & G) (Rebroadcast to Pacific Area cancelled July 4)	4.5	3.8	4.3	4.7	5.1	6.9
BUNT JENNY	5.1	5.7	5.5	§	4.2	2.8	BREAK THE BANK	8.5	9.3	8.0	7.3	6.3	8.9
BACKSTAGE WIFE	4.8	4.1	4.1	7.2	6.2	3.4	BRIDE AND GROOM	3.3	2.8	3.9	3.5	5.4	3.3
BAUKHAGE TALKING (Co-op)	1.6	1.8	0.9	1.5	§§	2.7	BURL IVES	1.7	1.6	1.6	1.4	§	2.2
BETTY CROCKER (NBC)	3.6	2.8	4.1	4.2	§	3.2	CALL THE POLICE (Program broadcast June 3 thru Sept.)	7.4	7.5	7.8	6.9	§	7.7
BETTY CROCKER MAGAZINE OF THE AIR (ABC)	2.8	2.6	3.4	3.5	§	§	CAN YOU TOP THIS?	9.1	9.2	8.8	8.1	9.7	10.6
BIG SISTER	5.2	5.1	6.1	5.0	4.7	4.9	CEDRIC FOSTER (Co-op)	2.7	2.8	2.7	2.8	§	§§
BIG STORY	8.2	6.6	8.2	11.9	8.6	8.4	CHECKERBOARD JAMBOREE (Effective August 4 T & Th added to schedule program not broadcast July 4)	2.4	§	2.9	2.2	§	0.4
BIG TOWN	7.9	8.2	8.1	6.4	12.1	7.1							
BILL STERN	4.3 CH		3.8	5.3	§	4.8							
BONDIE	7.9	7.1	8.2	6.5	10.1	11.6							
BLUE RIBBON MUSIC TIME (Program broadcast July 3 thru Sept.)	3.9 CH		4.3	3.5	§	4.7							



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
PROGRAM NAME	Overall Average	By Individual Areas					PROGRAM NAME	"National" Average	By Individual Areas				
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific
LUB 15 (Program Broadcast July thru Sept.)	3.3	3.5	2.6	3.1	4.6	3.8	ELMER DAVIS (Co-op)	2.3	2.8	1.9	2.2	§§	§
LUB TIME	2.0	2.0	3.3	§	§	§	ERIC SEVAREID	2.3	2.5	2.6	1.5	3.5	1.4
CONTENTED PROGRAM	6.2	6.0	7.3	5.4	§	5.4	ETHEL & ALBERT (Co-op)	2.7	3.3	§	§§	§§	2.7
COUNTERSPY	4.6	4.6	4.4	4.2	5.8	5.4	FAMILY HOUR	3.6	3.4	4.2	2.9	4.6	4.1
COUNTY FAIR	5.0	5.0	5.1	4.7	§	5.5	FAMOUS JURY TRIALS (*Includes second broadcast (WCFL) in Chicago.) (Program broadcast June 7 thru Sept.)	6.0 6.2*	6.2	4.8 5.8*	7.1	§	5.8
CRIME DOCTOR	8.7	9.0	9.3	8.0	§	8.5	FISHING & HUNTING CLUB OF THE AIR	2.1	2.2	2.2	§§	§§	1.7
CRIME PHOTOGRAPHER	8.5	9.3	8.7	6.7	10.8	7.6	FORD SHOW WITH MEREDITH WILLSON (Program broadcast June 18 thru Sept.)	3.7	3.9	3.8	3.0	§	2.6
CURTAIN TIME	5.3	5.7	6.9	5.7	4.7	1.8	FRED WARING SHOW (Tues. Eve) (Program broadcast July 1 thru Sept.) (Not sponsored Sept. 16)	6.7	5.7	7.7	7.4	§	7.2
ARTS FOR DOUGH	2.8	2.5	2.3	3.3	2.9	2.7	FRED WARING SHOW (TT)	3.6	3.0	3.9	3.9	5.0	4.2
CASHIELL HAMMETT'S "FAT MAN"	7.7	8.1	8.1	7.2	7.0	6.6	FRONT PAGE FARRELL	4.2	3.8	4.3	5.6	3.5	3.4
EATE WITH JUDY	7.5	7.2	8.0	7.2	10.5	6.9	FULTON LEWIS (Co-op)	3.7	4.3	3.2	3.2	3.4	3.2
EVID HARUM	2.5	2.8	2.6	1.5	1.9	§§	GABRIEL HEATTER (MW) (Effective July 4 no longer sponsored by Carter on Friday)	4.4	5.2	4.3	2.5	2.8	5.2
ICK TRACY (Co-op)	2.0	2.3	1.8	§	§§	§	GABRIEL HEATTER (Fri.)	3.4	3.7	3.7	§	§	§
R. CHRISTIAN	6.6	7.4	6.6	4.7	§	6.6	GABRIEL HEATTER (TT)	4.5	5.3	4.2	2.9	3.2	4.5
R. I. Q. (*East figure for July, August, September only)	8.1 CH	6.7*	7.3	8.9	13.2	8.6							
DOCTORS TALK IT OVER, THE	1.6	1.5	1.9	1.6	§	1.4							
GUBLE OR NOTHING (Program Broadcast July thru Sept.)	2.4	2.1	2.4	§§	3.2	3.2							
REN PEARSON	6.0	6.2	5.4	5.3	8.7	6.5							



§ Insufficient for Reporting

CH Computed Hooperating

§§ Not broadcast in Designated Area

"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
	PROGRAM NAME	Overall Average	By Individual Areas					PROGRAM NAME	"National" Average	By Individual Areas			
East			North Central	South	Mountain	Pacific	East			North Central	South	Mountain	Pacific
GABRIEL HEAT'ER SHOW	2.5	2.3	2.5	2.3	4.0	3.4	HOUSE OF MYSTERY	4.4	3.5	5.1	5.0	7.4	4.2
GALEN DRAKE	3.3	2.2	3.5	4.0	5.7	3.3	H. V. KALTENBORN	5.4	5.9	4.9	5.8	§§	§§
GENE AUTRY SHOW	4.5	4.8	5.3	4.0	4.9	2.5	INNER SANCTUM	9.0	9.8	0.6	6.2	§	11.1
GIVE AND TAKE	4.4	4.1	4.1	4.0	§	5.7	INSIDE OF SPORTS	2.1	1.9	2.8	2.0	2.3	1.6
GRAND CENTRAL STATION	5.9	5.8	6.3	5.2	§	5.5	IT PAYS TO BE IGNORANT (Program Broadcast 10:15-10:30 P.M. on June 20.)	6.5	6.4	7.1	5.8	6.3	6.6
GRAND OLE OPRY	6.8 CH		6.9	8.2	10.7	6.7	JACK BERCH	3.5	3.3	3.5	4.2	5.8	2.6
GRAND SLAM	3.7	4.5	4.1	2.8	§	1.8	JACK PAAR (* Includes second broadcast (NEC) on Pacific Coast)	5.5 6.5*	6.1	6.1	3.7	3.4	5.4 13.5*
GREATEST STORY EVER TOLD	2.8	3.1	2.2	2.8	2.0	2.8	JACK CARSON WITH EVE ARDEN IN SEALTEST VILLAGE STORY (Listing Change Sept. 2. Formerly Listed as Sealtest Village Store.)	6.7	6.7	6.4	7.3	§§	§§
GREEN HORNET (Program Broadcast June 3 thru Sept.)	3.7	3.6	3.3	3.3	§	4.7	JAN AUGUST SHOW	2.0	1.6	2.9	§	§	§
GUIDING LIGHT (Program Broadcast June thru Sept. Program cancelled July 4)	4.1	4.2	4.0	3.7	4.6	3.9	JEAN SABLON SHOW (Because of day and time change not available in the June 30th Report.)	3.0	2.8	3.5	2.8	§	2.4
HARVEST OF STARS	5.2	4.9	5.3	5.8	6.0	5.0	JIMMIE FIDLER (AEC)	6.1	6.4	5.6	7.4	§	4.8
HEARTS DESIRE	1.7	1.6	2.1	2.8	1.0	1.0	JOHNS-MANVILLE NEWS	5.8	7.0	6.8	5.6	2.0	1.5
HENRY J. TAYLOR	1.8	2.0	2.3	1.2	2.1	1.4	JOYCE JORDAN, M.D.	3.7	3.6	3.8	4.1	§	3.2
HERE'S TO YOU (Effective August 3 2:30-2:45 P.M. Portion of Broadcast dropped from schedule.)	2.3	1.7	3.1	2.1	§	2.0	JUST PLAIN HILL	4.5	3.8	4.1	6.2	4.8	4.4
HIGHWAYS IN MELODY	4.5	4.2	5.4	4.2	§	§§							
HUNT HUNT (Program Not Broadcast August 6.)	2.3	2.5	2.2	1.7	§§	§§							



"SECTIONAL" HOOPERATINGS

PERIOD: MAY 1947 THRU SEPTEMBER 1947

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
PROGRAM NAME	Overall Average	By Individual Areas					PROGRAM NAME	"National" Average	By Individual Areas				
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific
TE SMITH SPEAKS (Effective July 1 Sponsor and Network change)	3.6	4.6	3.5	2.4	3.0	2.1	LUTHERAN HOUR	1.7	1.7	1.6	2.3	§	1.5
IE'S DAUGHTER	1.6	1.5	1.8	§§	§§	§§	MAN CALLED X	7.5 CH		9.3	6.9	10.1	7.1
NG COLE TRIO	3.1	3.5	2.7	3.8	§	§	MANHATTAN MERRY-GO-ROUND	8.9	9.1	9.1	8.6	7.2	8.6
DIES BE SEATED (Quaker)	3.4	2.9	3.8	3.8	4.1	4.0	MA PERKINS (CBS)	5.9	5.9	6.8	6.7	6.8	4.4
DIES BE SEATED (Toni) (Effective July 1 Tu&Th Added to Schedule)	3.3	2.6	3.7	3.7	5.6	3.8	MA PERKINS (NEC)	4.4	3.6	4.7	5.5	5.5	4.5
SSIE (Program Broadcast June 15 thru Sept.)	1.9	1.7	2.6	1.9	§	0.9	MARY LEE TAYLOR	2.6	2.0	3.4	3.0	§	3.2
LAND STONE	1.8	2.2	1.1	§§	§§	§§	MEET CORLISS ARCHER	6.5	6.5	6.3	5.8	5.7	8.4
'S PRETEND	4.3	4.2	4.5	4.2	§§	4.1	MILTON BERLE SHOW	6.2	5.1	6.6	5.0	11.1	9.2
OF CAN BE BEAUTIFUL	4.1	3.5	4.4	5.8	6.3	4.3	MONDAY MORNING HEADLINES	4.6	4.4	3.8	5.1	§	5.9
HT OF THE WORLD	3.8	3.7	3.5	4.3	8.8	3.2	MONITOR VIEWS THE NEWS	1.8	1.5	2.2	§	§	1.3
NE JOURNEY	3.1	2.9	3.6	3.4	3.3	2.9	MR & MRS. NORTH (Program Broadcast July 1 thru Sept.)	6.0	5.9	6.4	5.2	§	6.4
NE RANGER (Not broadcast in Eastern Standard, Central Standard MT and Pacific Areas Sept. 3.)	6.1	6.4	6.2	5.3	6.3	5.8	MR. DISTRICT ATTORNEY	13.0	13.4	12.8	12.3	§	12.9
RA LAWTON	2.6	2.4	2.6	3.1	5.4	1.7	MURDER & MR. MALONE (* Includes second broadcast (WPTL) in Chicago.)	7.2 7.5*	7.9	5.9 7.0*	7.4	7.7	8.5
RENZO JONES (Program Cancelled Sept.)	5.1	4.2	4.6	9.3	5.4	4.3	MUSIC HALL	7.1	7.9	6.4	6.8	6.0	6.2
WELL THOMAS	6.4	6.4	§§	§	§§	§§	MYSTERY IN THE AIR (Program Broadcast July 3 thru Sept.)	5.7	5.7	5.4	5.6	§	5.6
AM AND AENER (Not Broadcast in Eastern Standard, Central Standard MT and Pacific Areas Sept. 3)	2.6	2.2	2.4	3.9	1.8	3.4	MYSTERY THEATRE (Program not broadcast June 20)	7.1	6.6	8.0	7.8	8.3	5.7



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
	PROGRAM NAME	Overall Average	By Individual Areas					PROGRAM NAME	"National" Average	By Individual Areas			
East			North Central	South	Mountain	Pacific	East			North Central	South	Mountain	Pacific
LY TRUE STORY	4.6	4.8	4.7	5.1	4.0	3.6	PROFESSOR QUIZ	3.9	4.0	§§	§	§§	§§
NATIONAL FARM & HOME HOUR	1.5	1.2	1.7	2.4	§	0.7	QUEEN FOR A DAY (Miles) (* Includes second broadcast (WCPC) in Cincinnati)	3.4 3.4*	2.8 2.8*	4.2	3.3	5.6	3.7
NED CALMER (Program broadcast June 21 thru Sept.)	5.2	6.2	4.8	6.3	§	§	QUEEN FOR A DAY (Philip Morris) (*Includes second broadcast (WCPC) in Cincinnati)	3.4 3.4*	2.8 2.9*	4.1	§§	4.8	3.9
NEW LOUELLA PARSONS' SHOW	6.3	7.5	5.5	5.6	5.1	4.9	QUIZ KIDS	5.4	4.1	5.0	7.2	7.2	7.5
NEWS OF THE WORLD	4.4	4.4	4.8	4.4	4.1	3.3	R.C.A. VICTOR SHOW	4.5	4.6	4.3	4.8	5.7	4.0
NICK CARTER, MASTER DETECTIVE	4.9	4.8	5.0	4.7	4.9	4.9	READERS DIGEST - RADIO EDITION	7.2	7.6	8.0	7.4	6.2	4.0
ONE MAN'S FAMILY	6.1	4.4	6.4	7.7	10.9	7.5	REAL STORIES FROM REAL LIFE	3.3	3.3	§§	§§	§§	§§
OUR GAL, SUNDAY	5.6	6.1	6.6	4.4	6.3	3.8	REXALL SUMMER THEATRE (Program broadcast July 2 thru Sept.)	7.1 CH		7.7	9.0	§	7.5
PAUL WHITEMAN CLUB (National Biscuit) (Program Broadcast July thru Sept.)	2.1	1.9	2.4	2.1	§	1.7	RHAPSODY IN RHYTHM (Program broadcast June 18 thru Sept.)	4.4	4.4	4.9	4.3	§	3.8
PAUL WHITEMAN CLUB (Nestle's) (Program Broadcast July thru Sept.)	2.0	1.5	2.8	2.2	§	1.6	RIGHT TO HAPPINESS	5.0	3.6	5.2	7.7	8.1	5.2
PAUL WHITEMAN CLUB (H.J. Reynolds) (Program Broadcast July thru Sept.)	2.0	1.7	2.5	2.2	§	1.3	ROAD OF LIFE	3.4	3.6	3.2	3.2	4.0	3.4
PAUL WHITEMAN CLUB (Wesson) (Program Broadcast July thru Sept.)	1.6	1.4	1.6	2.3	§	1.5	ROBERT L. RIPLEY (Program broadcast June thru Sept. Program cancelled July 4)	1.8	1.8	1.2	2.1	§	§
PEPPER YOUNG'S FAMILY	4.9	3.6	4.7	6.8	7.1	4.7	ROBERT TROUT WITH THE NEWS TILL NOW	3.2	3.2	3.6	3.2	4.1	2.2
PERRY MASON	3.9	3.6	5.7	3.4	2.4	3.2							
PILGRIM HOUR (* Includes second broadcast (WHEX) in Boston)	1.2 1.3*	1.3 1.3*	§	2.2	§	0.6							
PORTIA PAGES LIFE	5.2	4.8	4.5	7.1	4.8	4.4							



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
PROGRAM NAME	Overall Average	By Individual Areas					PROGRAM NAME	"National" Average	By Individual Areas				
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific
AGUE'S GALLERY (Program broadcast June 15 thru Sept.)	5.9	5.9	6.0	4.9	§	6.6	TENNESSEE JED	1.9	1.7	1.9	3.6	§§	§§
AMANCE OF HELEN TRENT	5.6	6.4	6.1	3.7	§	3.9	TEX & JINX (Program broadcast July 2 thru Sept.)	5.3	5.3	5.1	6.4	6.0	3.9
ASEMARY	4.5	4.8	5.2	6.0	3.0	2.6	THEATRE OF TODAY	5.0	5.2	6.0	4.5	§	3.2
SE OF MY DREAMS	2.9	2.9	3.0	2.9	2.3	2.8	THE LISTENING POST (Rebroadcast to Mt. Area cancelled July 4. Effective August-Program broadcast MWP)	2.7	2.7	3.2	2.9	3.4	1.2
IMMY KAYE'S SUNDAY SERENADE	4.0	4.7	3.3	4.3	§	2.4	THIS IS YOUR F. B. I.	8.4	9.2	7.0	7.3	5.4	8.3
TURDAY NIGHT SERENADE	4.3	4.8	3.8	4.7	3.8	2.5	THOSE WEBSTERS	4.1	3.8	5.1	3.5	6.1	3.4
COND MRS. BURTON	3.5	3.8	3.7	§§	2.8	2.3	TODAY'S CHILDREN	3.9	2.8	3.9	5.6	7.1	3.8
ERIFF, THE	6.5	7.3	6.0	7.3	6.3	3.7	TOM MIX (During August - Program Not Sponsered on TU & TH)	2.5	2.3	2.6	2.5	3.7	3.2
ILIN' ED McCONNELL	2.3	1.9	2.3	2.9	§	2.7	TONY MARTIN SHOW	6.0	6.9	6.6	5.4	4.2	3.3
EARS OVER HOLLYWOOD	6.0	5.7	7.8	§	§	3.3	TRUE DETECTIVE MYSTERIES	5.4	5.0	6.5	5.0	9.9	4.0
BELLA DALLAS	5.3	4.2	5.3	7.9	7.0	5.5	TWENTY QUESTIONS	4.3	3.3	4.3	3.3	4.1	9.2
ERANGE ROMANCE OF EVELYN WINTERS	2.5	2.6	2.9	2.5	1.3	1.9	VAUGHN MONROE SHOW	4.4	4.2	4.6	4.7	8.1	2.9
PPER CLUB (Rebroadcast to Central Standard, Mt. and Pacific Areas Cancelled July 16.)	7.4	6.8	9.0	7.1	11.0	7.9	VICTOR H. LINDLAHR	1.3	1.2	1.5	§§	0.8	1.4
ESPENSE	8.5	9.2	8.9	4.7	§	10.0	VOICE OF FIRESTONE	5.7	5.8	5.4	5.5	4.7	6.1
RIKE IT OR LEAVE IT	10.3	11.2	12.0	8.8	7.5	7.2	WALTER KIERMAN (Co-op)	1.7	§	§	§§	§	1.8
ED MALONE	2.9	2.3	2.7	3.3	5.0	4.2	WALTZ TIME	5.6	5.2	6.3	6.2	5.2	5.3
TELEPHONE HOUR	6.3	6.6	5.4	5.5	9.1	6.8							



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS							
PROGRAM NAME	Overall Average	By Individual Areas					PROGRAM NAME	"National" Average	By Individual Areas						
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific		
WARDEN LAWES' CRIME CASES	2.8	2.4	2.4	2.0	§	6.3									
WELCOME TRAVELERS (Program broadcast July thru Sept.)	2.4	1.8	2.4	2.7	3.7	3.6									
WENDY WARREN AND THE NEWS (Program broadcast July thru Sept.)	3.2	3.6	3.2	2.9	§	2.5									
WE THE PEOPLE	7.8	7.8	7.7	8.1	§	§§									
WHEN A GIRL MARRIES	5.6	4.8	5.4	7.5	4.9	6.4									
WHISTLER, THE	6.1	5.7	6.7	§§	§	§§									
WOMAN IN WHITE	4.4	3.3	5.7	5.8	5.9	4.0									
WORLD FRONT	2.9	2.9	2.7	§	§	§§									
YOUNG DR. MALONE	5.1	4.9	7.2	§§	5.7	3.6									
YOUNG WIDDER BROWN	5.5	4.8	5.0	7.9	5.9	5.9									
YOUR HIT PARADE	10.1	9.9	11.4	8.8	12.4	9.8									



SECTION II

HOOPERATINGS CHARTBOOK

SUMMER, 1947

TABLE OF CONTENTS

INTRODUCTION	Page A	Popular Music - Evening	Page 16
COMPOSITION OF THE RADIO AUDIENCES	Page B	Quiz-Evening(Audience Participation Only)	Page 12
Part I		Quiz - Evening	Page 13
BASIC AUDIENCE TRENDS	Pages 1-7	Serial Drama - Daytime	Page 20
Definitions of Basic Audience Trends	Page 1	Variety - Evening	Page 11
Summary of Basic Audience Trends	Page 3	Distribution of "Nationally" Sponsored Network Time by Types	Page 22
Available Homes Index - Evening	Page 4		
Available Homes Index - Daytime	Page 5	Part III	
Monthly Ratings Index - Evening	Page 4	SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAMS	Pages 23-44
Monthly Ratings Index - Daytime	Page 5	Evening - Sunday thru Saturday-4 Networks	Pages 24-25
Sets-In-Use Index - Evening	Page 4	Evening - Sunday thru Saturday, ABC	Pages 28-29
Sets-In-Use Index - Daytime	Page 5	Evening - Sunday thru Saturday, CBS	Pages 32-33
Sponsored Broadcast Hours		Evening - Sunday thru Saturday, MBS	Pages 36-37
Index - Evening	Page 4	Evening - Sunday thru Saturday, NBC	Pages 40-41
Sponsored Broadcast Hours		Daytime - Monday thru Friday-4 Networks	Pages 26-27
Index - Daytime	Page 5	Daytime - Monday thru Friday, ABC	Pages 30-31
Listener - Hour Index - Evening	Page 6	Daytime - Monday thru Friday, CBS	Pages 34-35
Listener - Hour Index - Daytime	Page 7	Daytime - Monday thru Friday, MBS	Pages 38-39
		Daytime - Monday thru Friday, NBC	Pages 42-43
Part II		Average Network Hooperatings	Page 44
TRENDS BY TYPES (1940-45-46-47)	Pages 9-22	SUPPLEMENT	Pages 45-50
Summary Trends by Types	Page 10	TABLES OF PERCENTAGES	Pages 46-47
Concert Music - Evening	Page 18	PROGRAMS IN EACH TYPE	
Dramatic - Evening (Mystery Drama Only)	Page 14	CLASSIFICATION	Pages 48-50
Dramatic - Evening	Page 15		
Miscellaneous - Evening	Page 19		
Miscellaneous - Daytime	Page 21		
News and Commentators - Evening	Page 17		



"SECTIONAL" HOOPERATINGS

PERIOD: MAY THRU SEPTEMBER, 1947

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS						
PROGRAM NAME	Overall Average	By Individual Areas					PROGRAM NAME	"National" Average	By Individual Areas					
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific	
ARDEN LAWES' CRIME CASES	2.8	2.4	2.4	2.0	§	6.3								
ELCOME TRAVELERS (Program broadcast July thru Sept.)	2.4	1.8	2.4	2.7	3.7	3.6								
ENDY WARREN AND THE NEWS (Program broadcast July thru Sept.)	3.2	3.6	3.2	2.9	§	2.5								
E THE PEOPLE	7.8	7.8	7.7	8.1	§	§§								
EN A GIRL MARRIES	5.6	4.8	5.4	7.5	4.9	6.4								
ISTLER, THE	6.1	5.7	6.7	§§	§	§§								
MAN IN WHITE	4.4	3.3	5.7	5.8	5.9	4.0								
ORLD FRONT	2.9	2.9	2.7	§	§	§§								
UNG DR. MALONE	5.1	4.9	7.2	§§	5.7	3.6								
UNG WIDDER BROWN	5.5	4.8	5.0	7.9	5.9	5.9								
UR HIT PARADE	10.1	9.9	11.4	8.8	12.4	9.8								



SECTION II

HOOOPERATINGS CHARTBOOK

SUMMER, 1947

Page 4	Evening - Sunday thru Saturday, MBS	Pages 30-31
Page 5	Evening - Sunday thru Saturday, NBC	Pages 40-41
Page 6	Daytime - Monday thru Friday-4 Networks	Pages 26-27
Page 7	Daytime - Monday thru Friday, ABC	Pages 30-31
	Daytime - Monday thru Friday, CBS	Pages 34-35
	Daytime - Monday thru Friday, MBS	Pages 38-39
	Daytime - Monday thru Friday, NBC	Pages 42-43
	Average Network Hooperatings	Page 44
Pages 9-22		
Page 10	SUPPLEMENT	Pages 45-50
Page 18	TABLES OF PERCENTAGES	Pages 46-47
	PROGRAMS IN EACH TYPE	
Page 14		
Page 15	CLASSIFICATION	Pages 48-50
Page 19		
Page 21		
Page 17		



HOOPERATINGS CHARTBOOK

INTRODUCTION

THE REPORT

It is the function of this Hooperatings Chartbook to provide users of Hooper Radio Reports with information designed to create a better understanding of the basic factors influencing radio audience size. To this end, over 40 pages of trend charts and tables are presented on the pages which follow.

SCOPE

Measurements contained in this Hooperatings Chartbook are based on Program Hooperatings, published twice monthly. Interviewing for the first Report is conducted the 1st - 7th of each month; for the second Report the 15th - 21st of each month.

SAMPLE SIZE

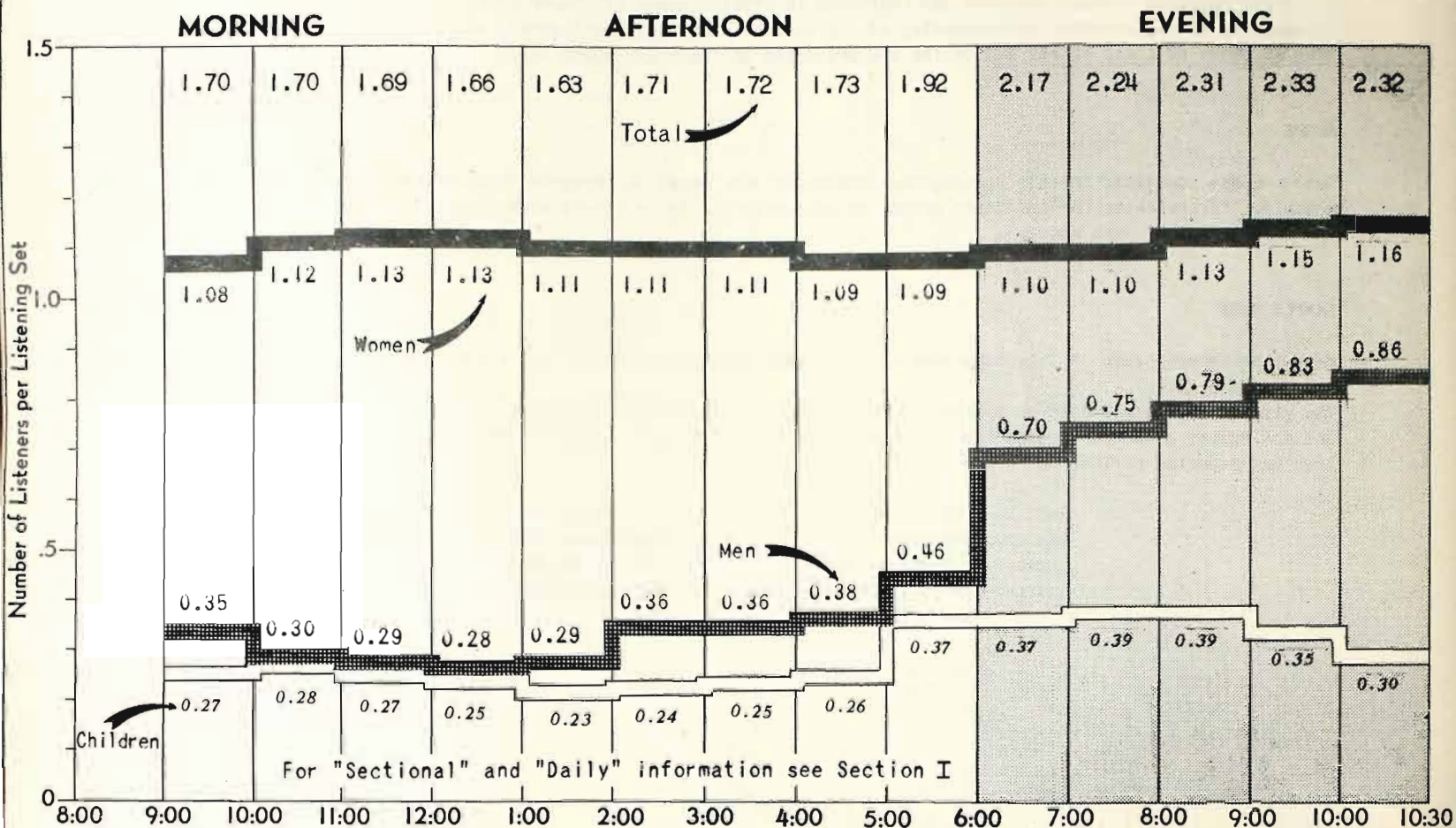
Measurements are based on telephone homes in 36 cities geographically well distributed over the nation. (See map on thrd cover).

The size of the sample used as a base for reporting any program varies directly with the length of the program and the number of Hooper cities transmitting the program. The entire 36 city sample is approximately as follows per reported period:

Half hour programs	1470 Homes Called
One hour programs	2940 Homes Called
Quarter-hour-three-times weekly	2205 Homes Called
Quarter-hour-five-times weekly	3875 Homes Called

COMPOSITION OF THE RADIO AUDIENCE

NUMBER OF LISTENERS PER LISTENING SET
MAY, thru SEPTEMBER, 1947



BASIC AUDIENCE TRENDS

Evening Trends based on Sunday - Saturday averages

6:00 - 10:30 P.M., N.Y.T.*

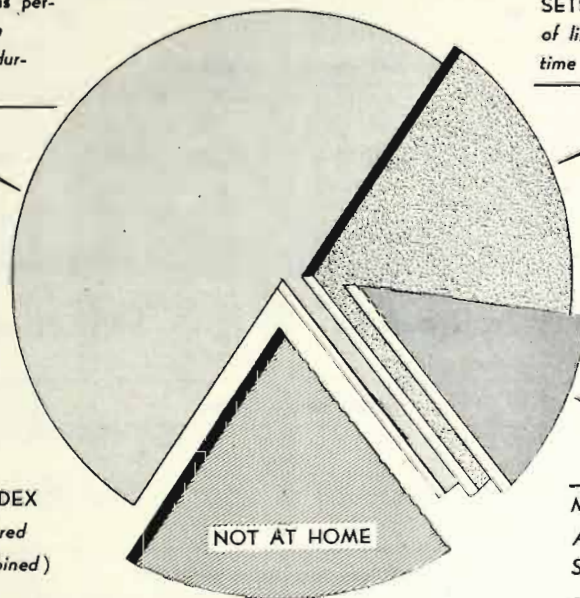
Daytime Trends based on Monday - Friday averages

8:00 A.M. - 6:00 P.M., N.Y.T.*

Definitions of Terms

AVAILABLE HOMES INDEX is percent of total homes called in which someone was at home and awake during the time period reported on.

SETS - IN - USE INDEX is average amount of listening to the radio during the time period reported on.



SPONSORED BROADCAST HOURS INDEX is the sum of all time occupied by Sponsored Network Programs (all four networks combined) during the time period reported on.

MONTHLY HOOPERATING INDEX is the Arithmetic mean of all the ratings to Sponsored Network Programs during the time period reported on.

SHARE OF AUDIENCE INDEX is the average audience to all Sponsored Network Programs during the time period reported on.

* EXCEPTIONS: Monthly Hooperating Index and Share of Audience Index based on average for Sponsored Network Programs only.

BASIC AUDIENCE TRENDS

SUMMARY

EVENING

DAYTIME

THIS REPORT
↓

YEAR AGO
↓

THIS REPORT
↓

YEAR AGO
↓

Available Homes Index

September 15, 1947 71.7

September 15, 1946 72.5

September 15, 1947 71.4

September 15, 1946 71.3

Broadcast Hours Index

September 15, 1947 61.25

September 15, 1946 60.25

September 15, 1947 89.25

September 15, 1946 84.75

Sets-In-Use Index

September 15, 1947 19.1

September 15, 1946 21.3

September 15, 1947 14.8

September 15, 1946 14.7

Monthly Hooperating Index

September 15, 1947 5.6

September 15, 1946 6.7

September 15, 1947 3.4

September 15, 1946 3.7

Share of Audience Index

September 15, 1947 25.1

September 15, 1946 26.9

September 15, 1947 22.7

September 15, 1946 25.0

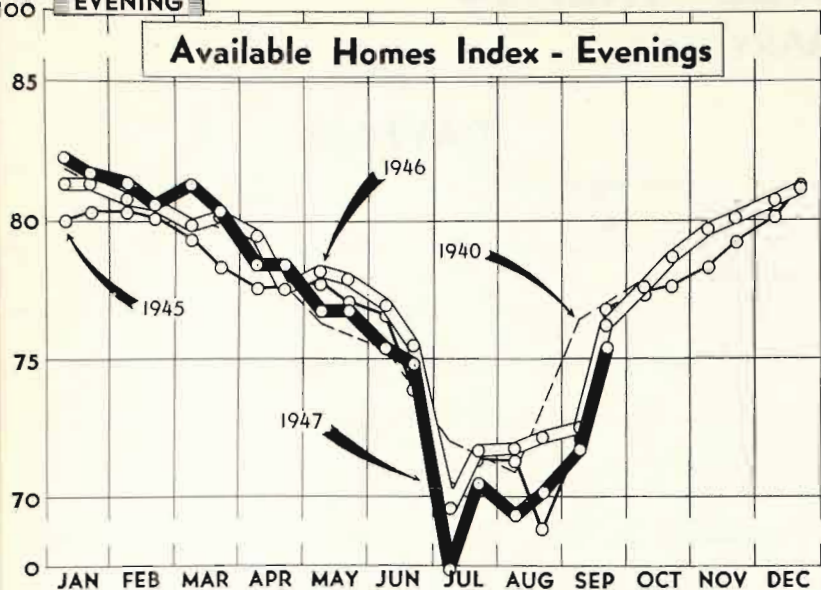




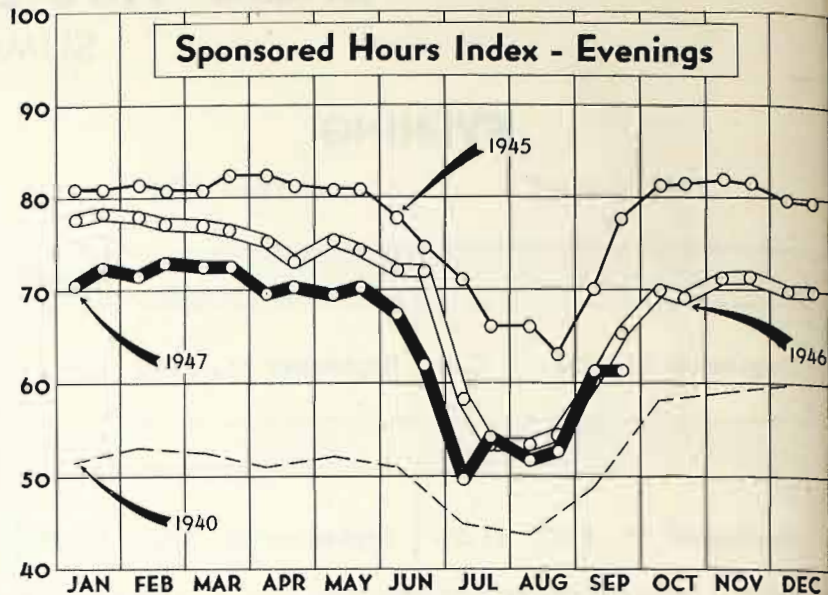
BASIC AUDIENCE TRENDS

EVENING

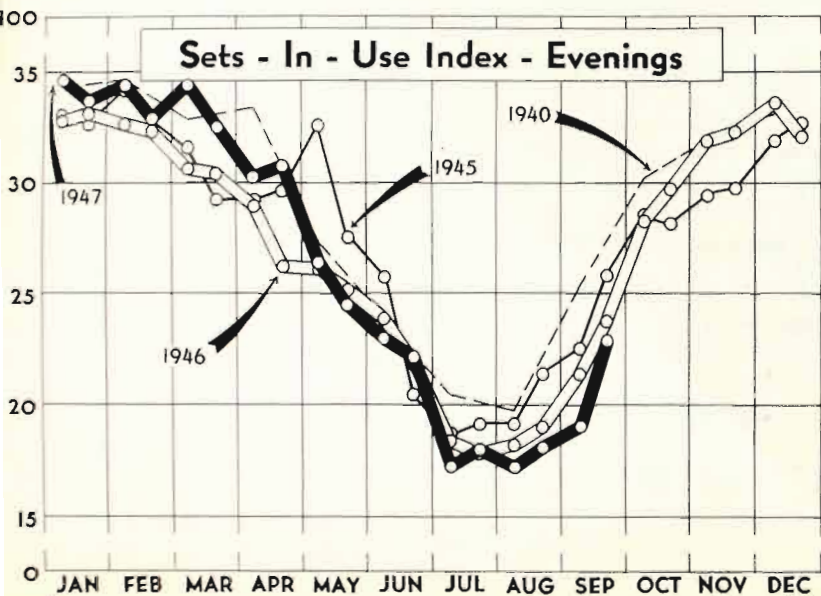
Available Homes Index - Evenings



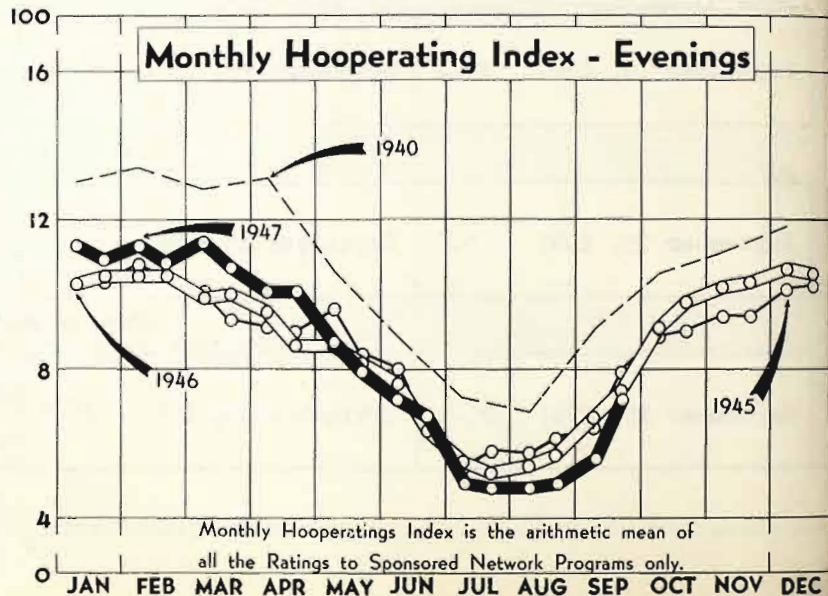
Sponsored Hours Index - Evenings



Sets - In - Use Index - Evenings

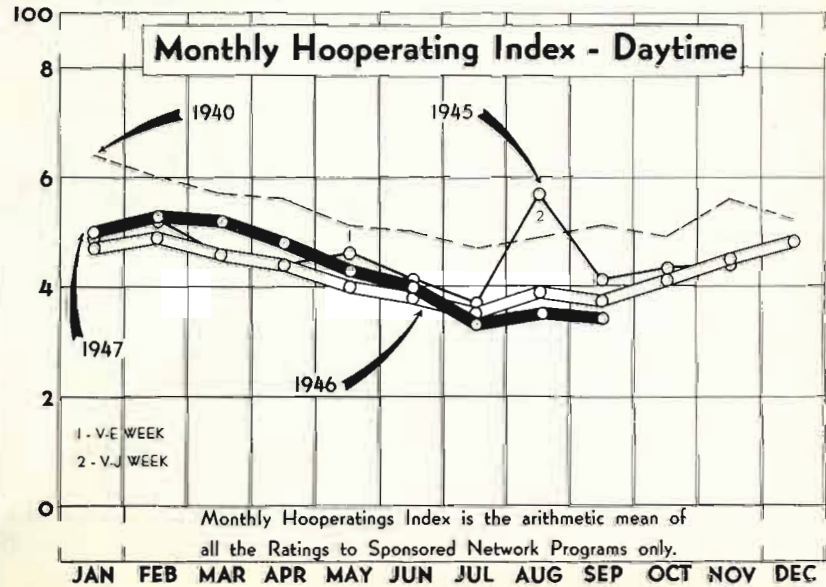
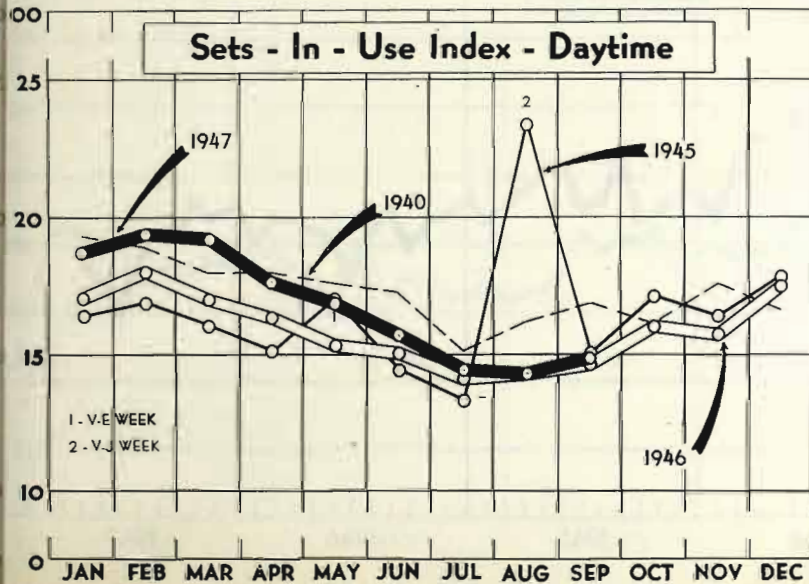
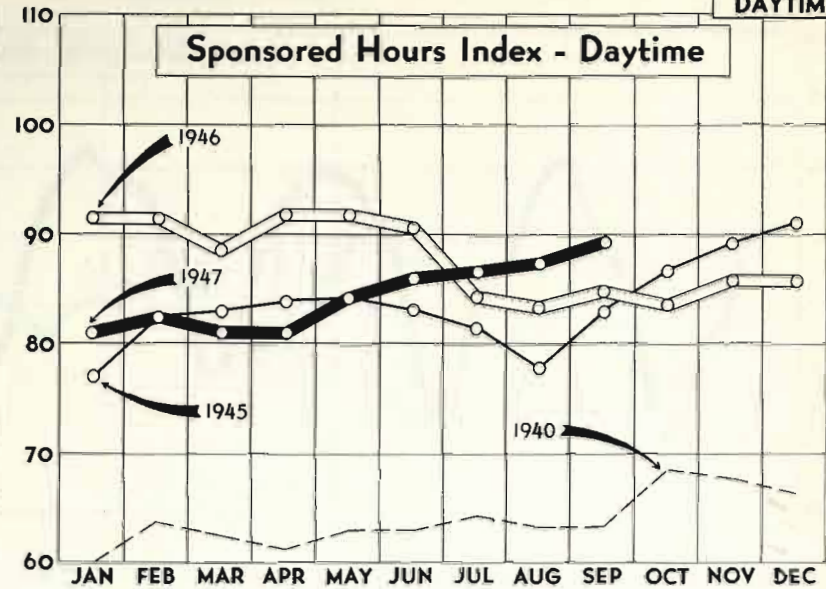
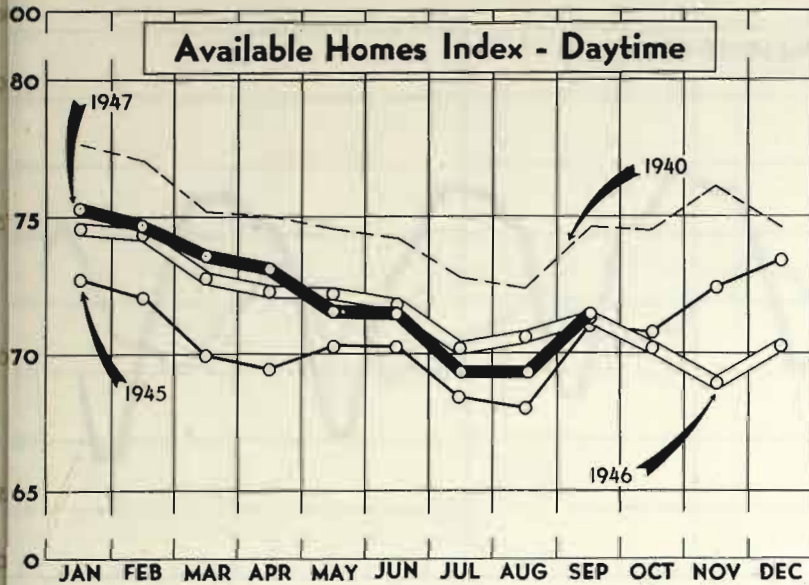


Monthly Hooperating Index - Evenings



Monthly Hooperatings Index is the arithmetic mean of all the Ratings to Sponsored Network Programs only.

BASIC AUDIENCE TRENDS

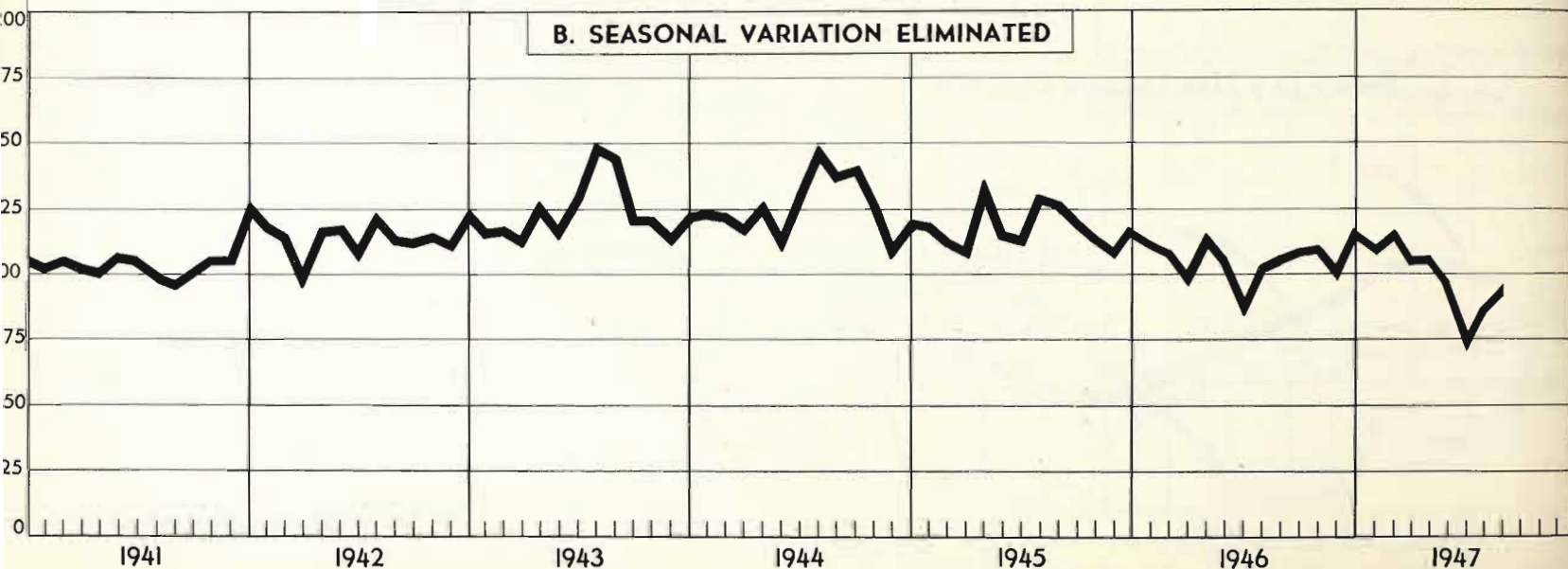
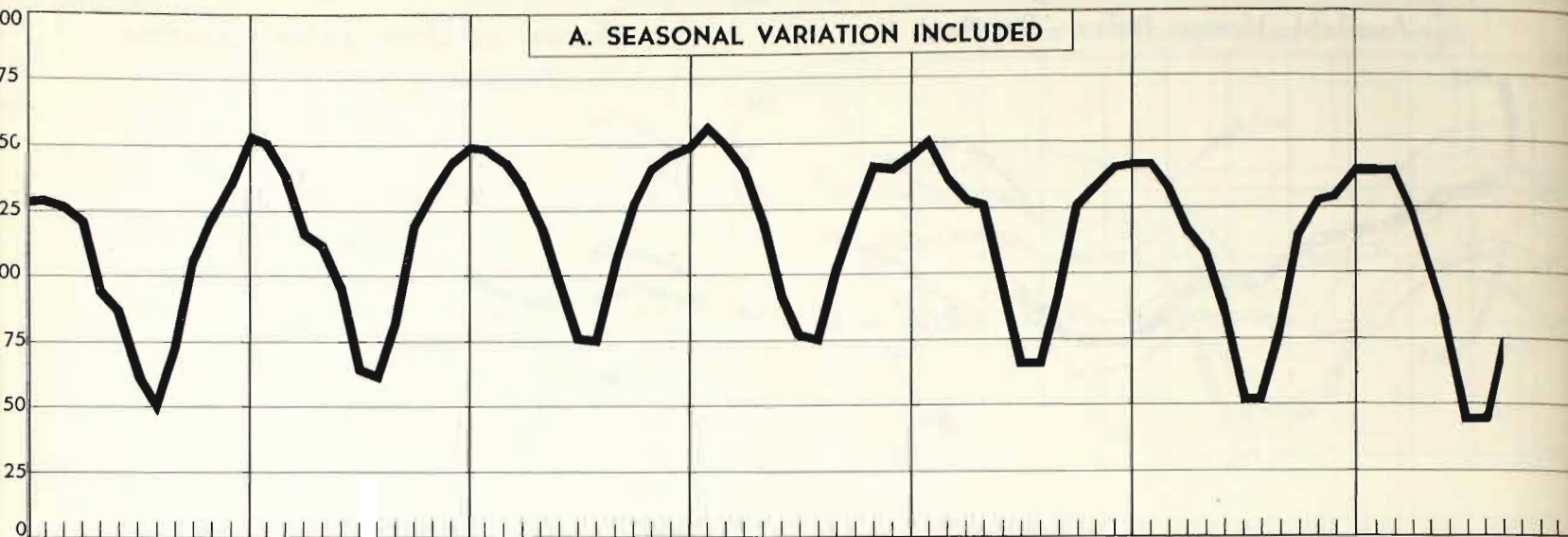


EVENING SPONSORED NETWORK LISTENER-HOUR INDEX

Legend: Average Hooperating \times Number of Sponsored Network Hours

Source: Network Hooperatings

1940-1941 Average = 100%

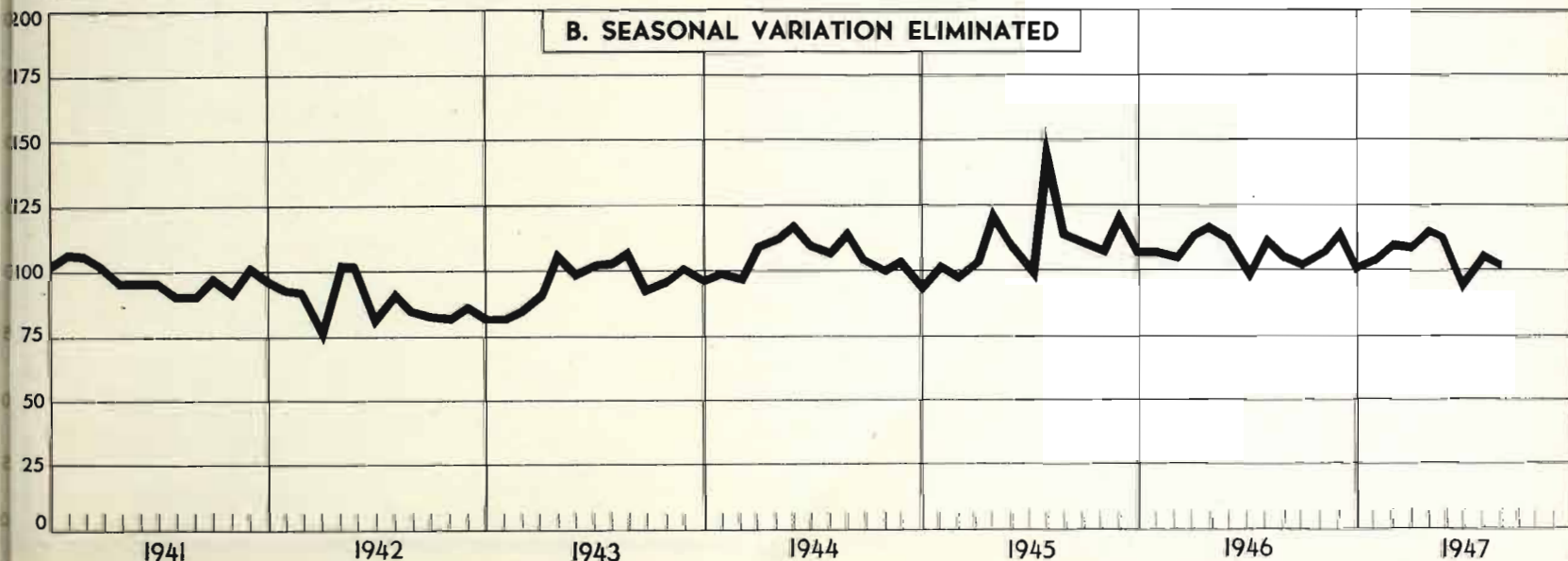
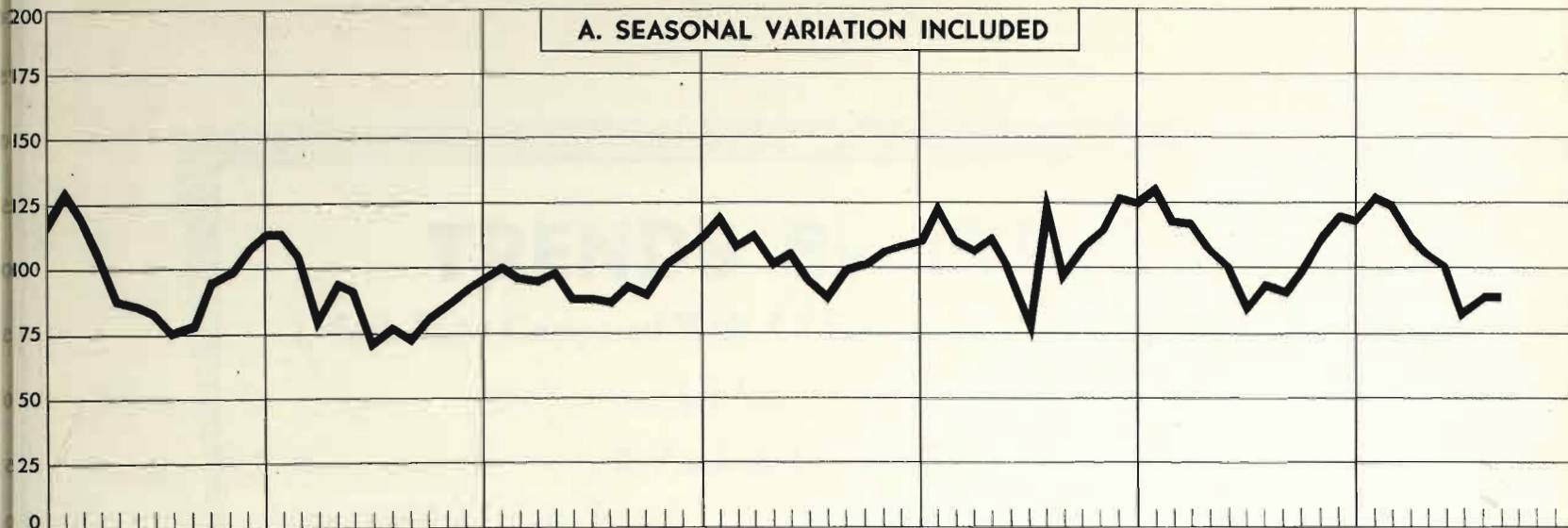


DAYTIME SPONSORED NETWORK LISTENER-HOUR INDEX

Legend: Average Hooperating \times Number of Sponsored Network Hours

Source: Network Hooperatings

1940-1941 Average = 100%



TRENDS By TYPES

I. Each Type Compared With All Sponsored Network Programs

(a) *Ratings Only*

II. Analysis Of Each Type

(a) *Average Rating Trend* (b) *Sponsored Broadcast Hours Trend*

(c) *Share of Audience Trend*



TRENDS BY TYPES

SUMMARY

THIS
REPORT

YEAR
AGO

THIS
REPORT

YEAR
AGO

Evening Variety

September 15, 1947	5.8	September 15, 1946	7.4
--------------------	-----	--------------------	-----

Evening Concert Music

September 15, 1947	4.4	September 15, 1946	5.7
--------------------	-----	--------------------	-----

Evening Quiz

September 15, 1947	7.2	September 15, 1946	6.8
--------------------	-----	--------------------	-----

Evening Miscellaneous

September 15, 1947	3.2	September 15, 1946	4.3
--------------------	-----	--------------------	-----

Evening Dramatic

September 15, 1947	6.3	September 15, 1946	7.1
--------------------	-----	--------------------	-----

Evening Popular Music

September 15, 1947	5.6	September 15, 1946	7.3
--------------------	-----	--------------------	-----

Daytime Serial Drama

September 15, 1947	3.9	September 15, 1946	4.1
--------------------	-----	--------------------	-----

Evening News & Commentators

September 15, 1947	4.2	September 15, 1946	5.0
--------------------	-----	--------------------	-----

Daytime Miscellaneous

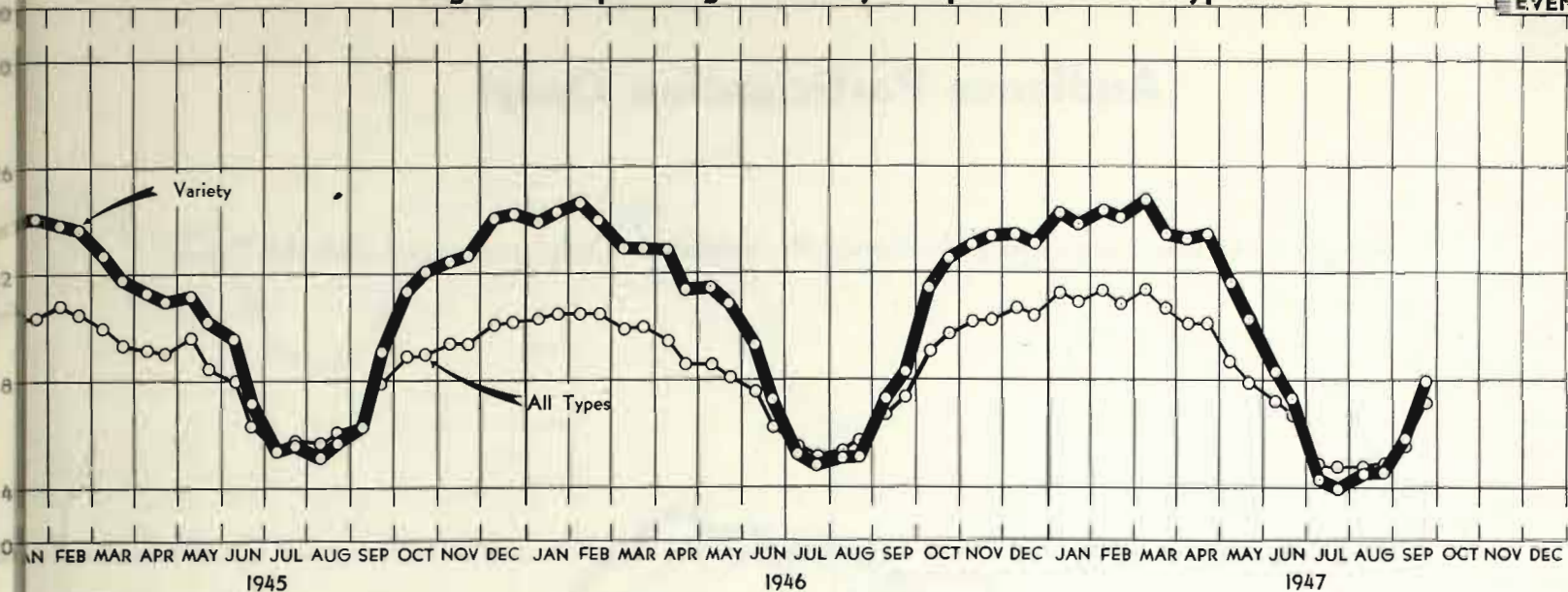
September 15, 1947	2.9	September 15, 1946	3.1
--------------------	-----	--------------------	-----



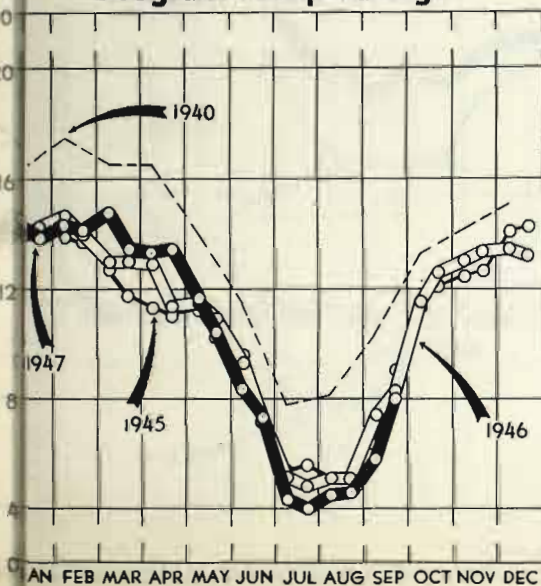
VARIETY



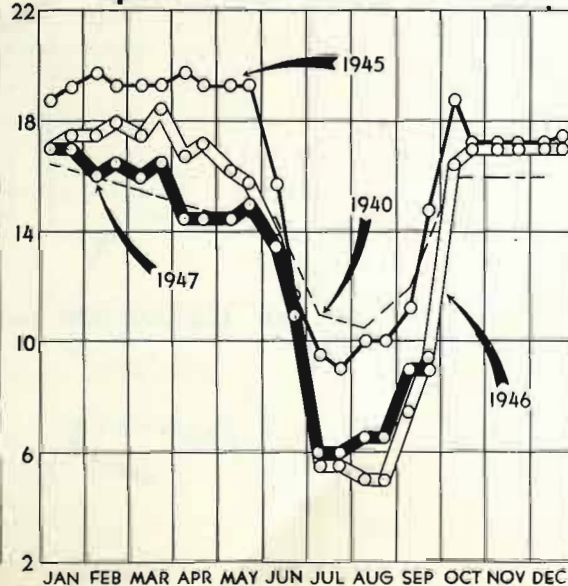
Program Hooperatings - Variety compared with All Types



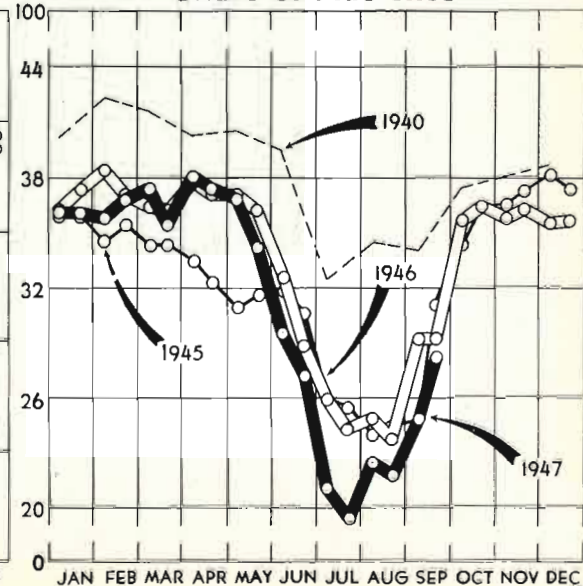
Program Hooperatings



Sponsored Broadcast Hours



Share of Audience

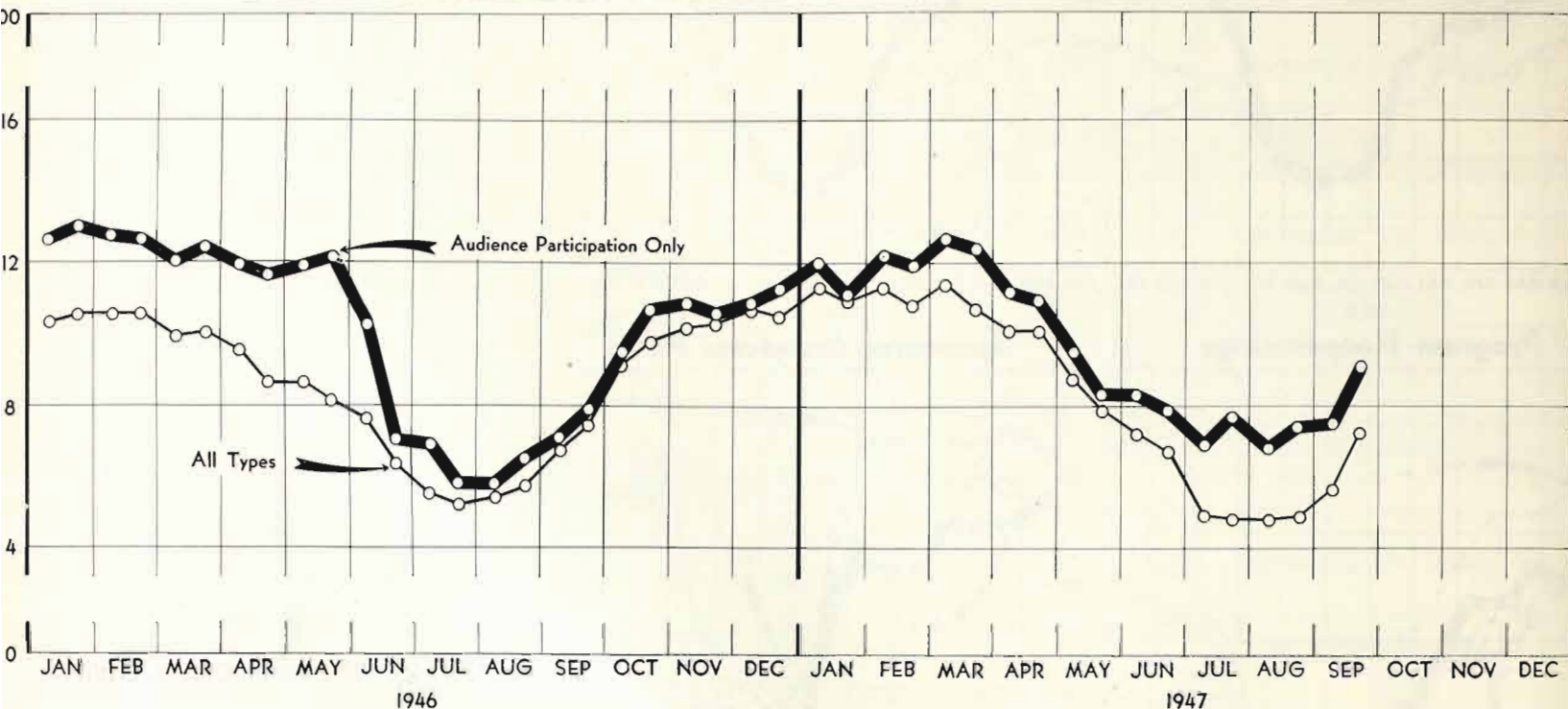




QUIZ

(Audience Participation Only)

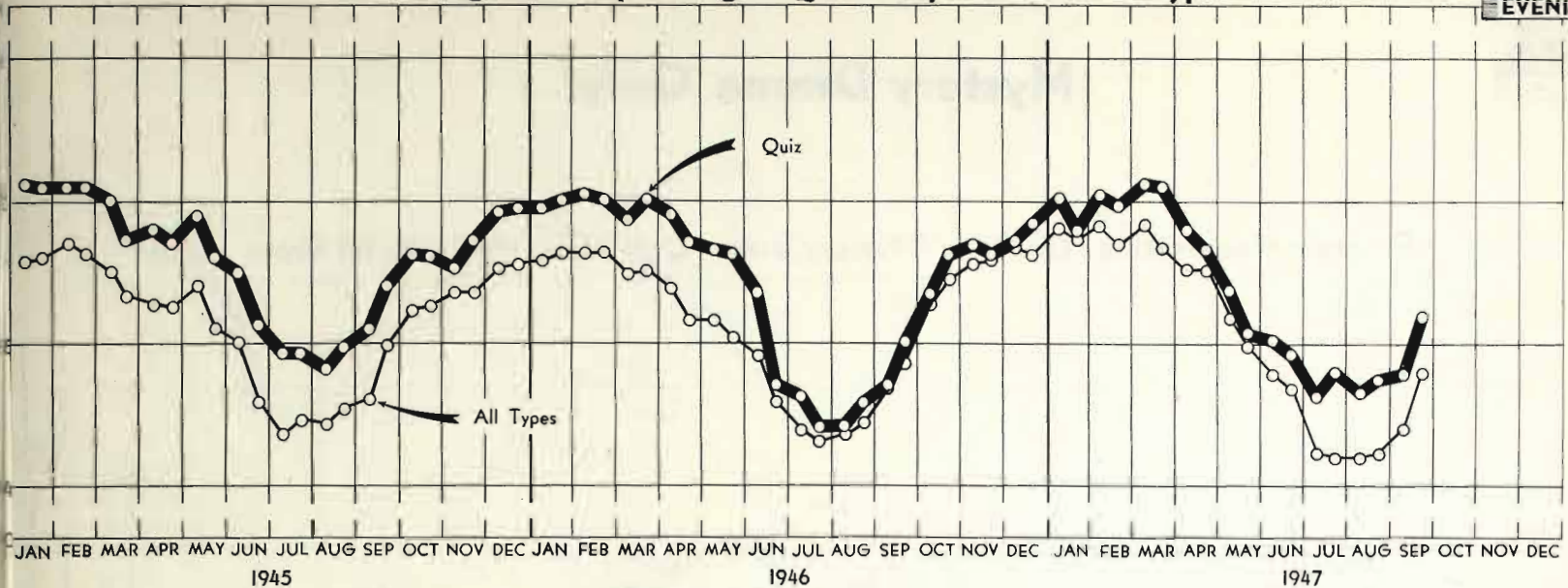
Program Hooperating - Quiz (Audience Participation Only) compared with All Types



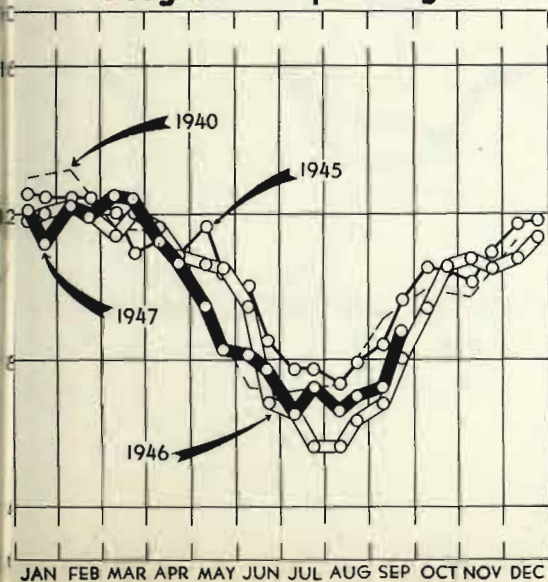
QUIZ



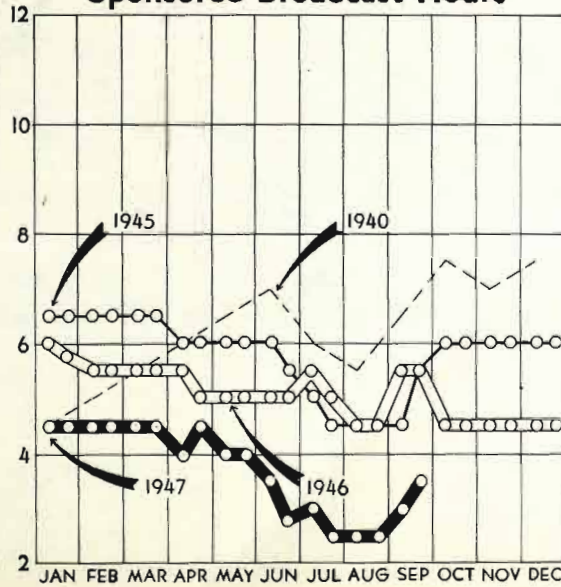
Program Hooperatings - Quiz compared with All Types



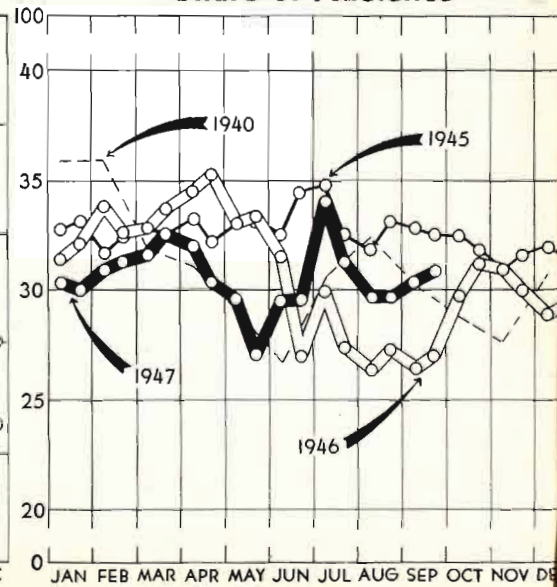
Program Hooperatings



Sponsored Broadcast Hours



Share of Audience

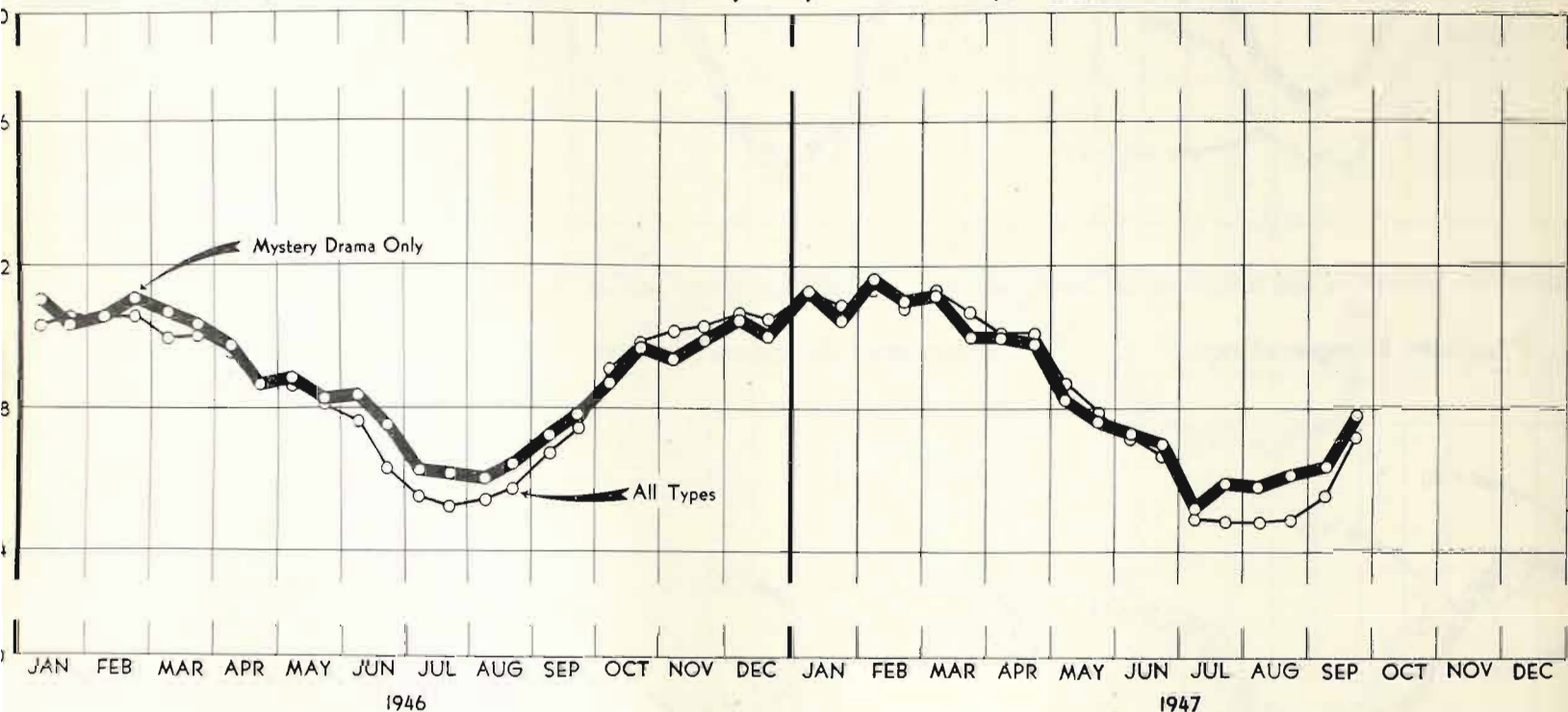




DRAMATIC

(Mystery Drama Only)

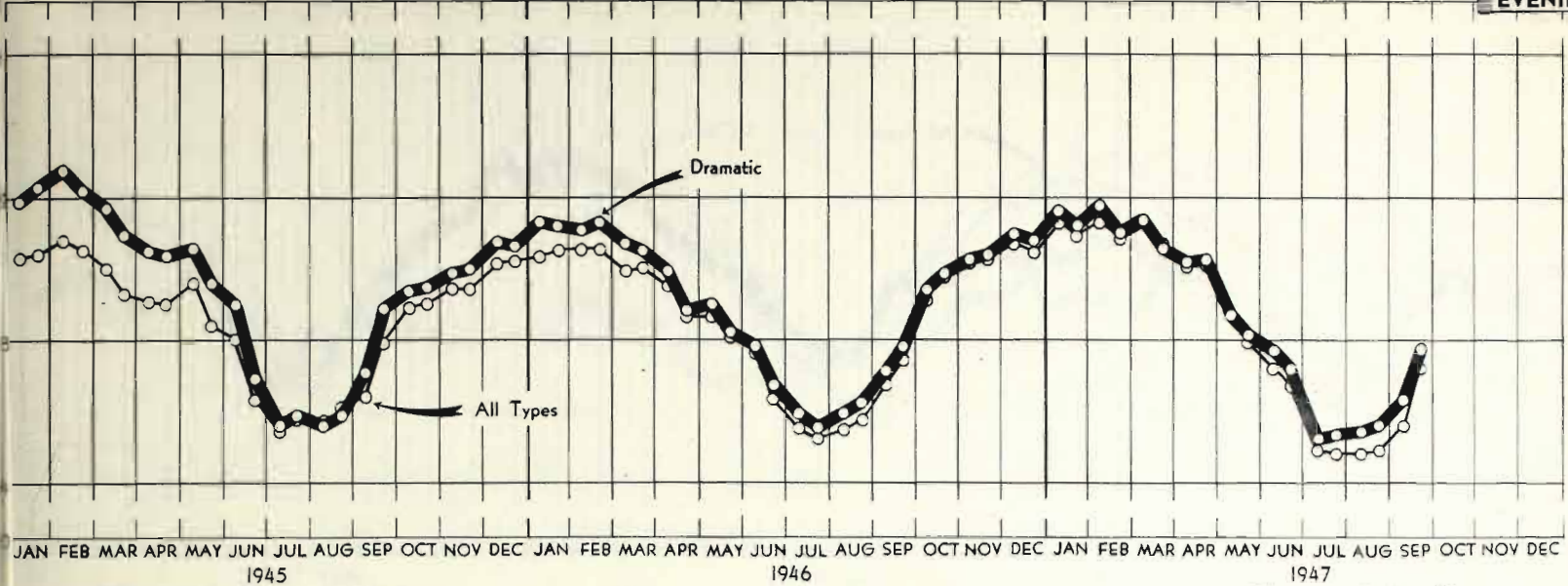
Program Hooperating - Dramatic (Mystery Drama Only) compared with All Types



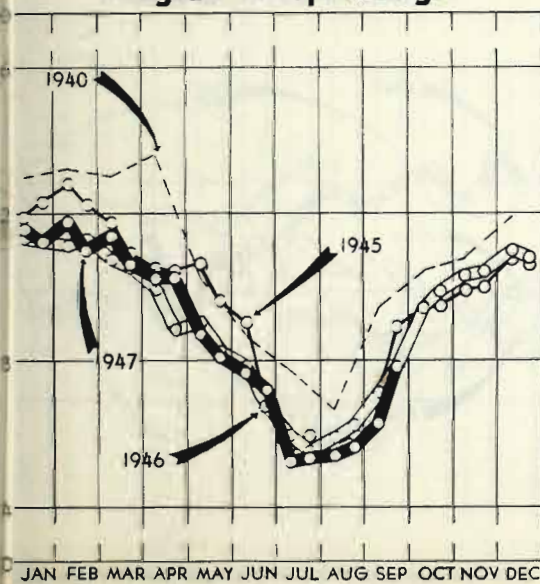
DRAMATIC



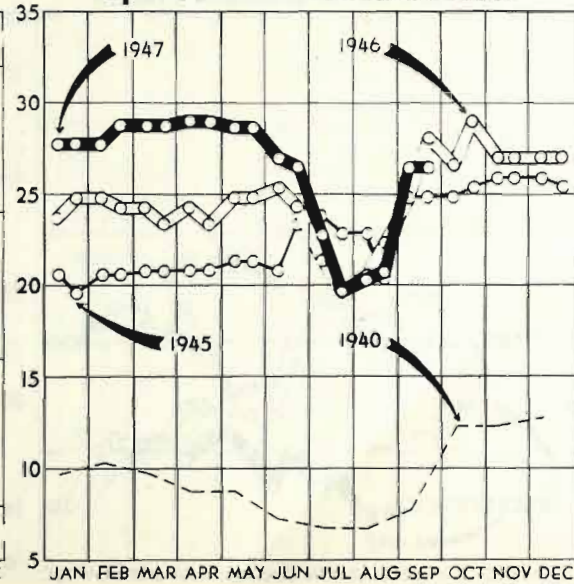
Program Hooperatings - Dramatic compared with All Types



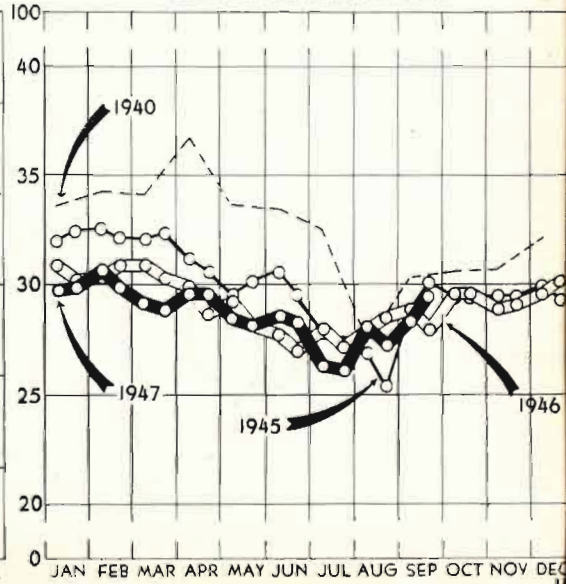
Program Hooperatings



Sponsored Broadcast Hours



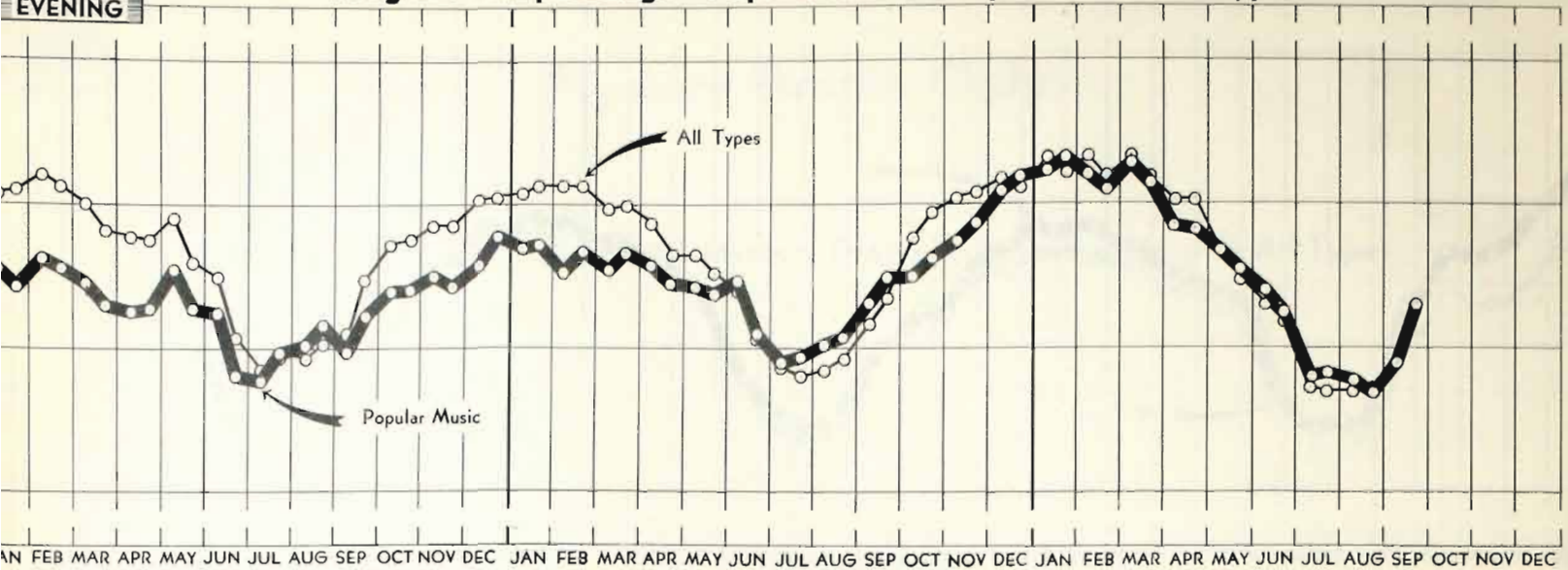
Share of Audience





POPULAR MUSIC

Program Hooperatings - Popular Music compared with All Types



1945

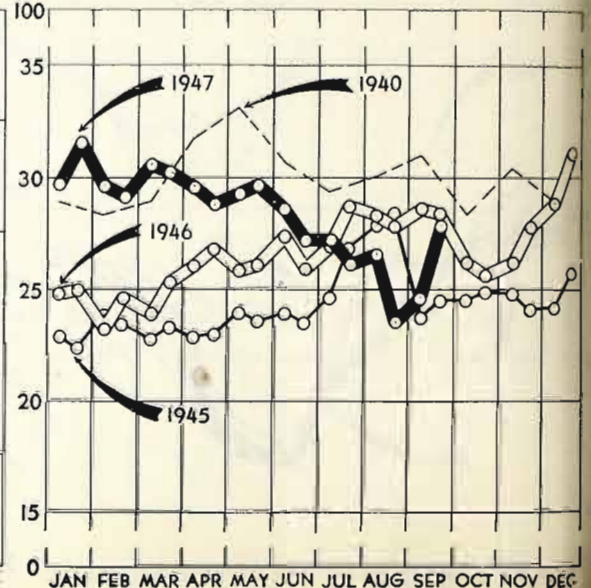
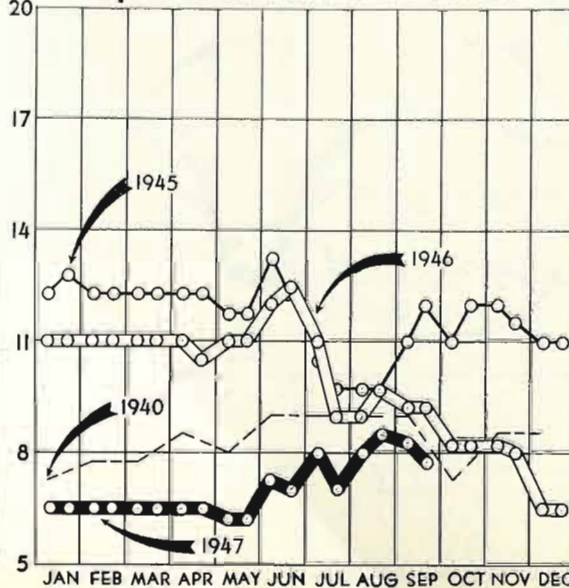
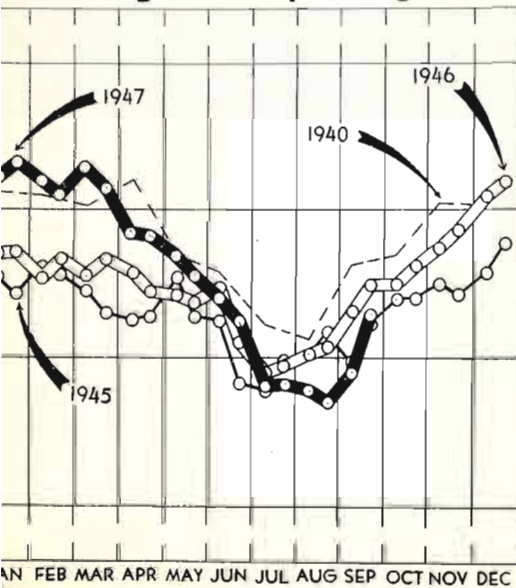
1946

1947

Program Hooperatings

Sponsored Broadcast Hours

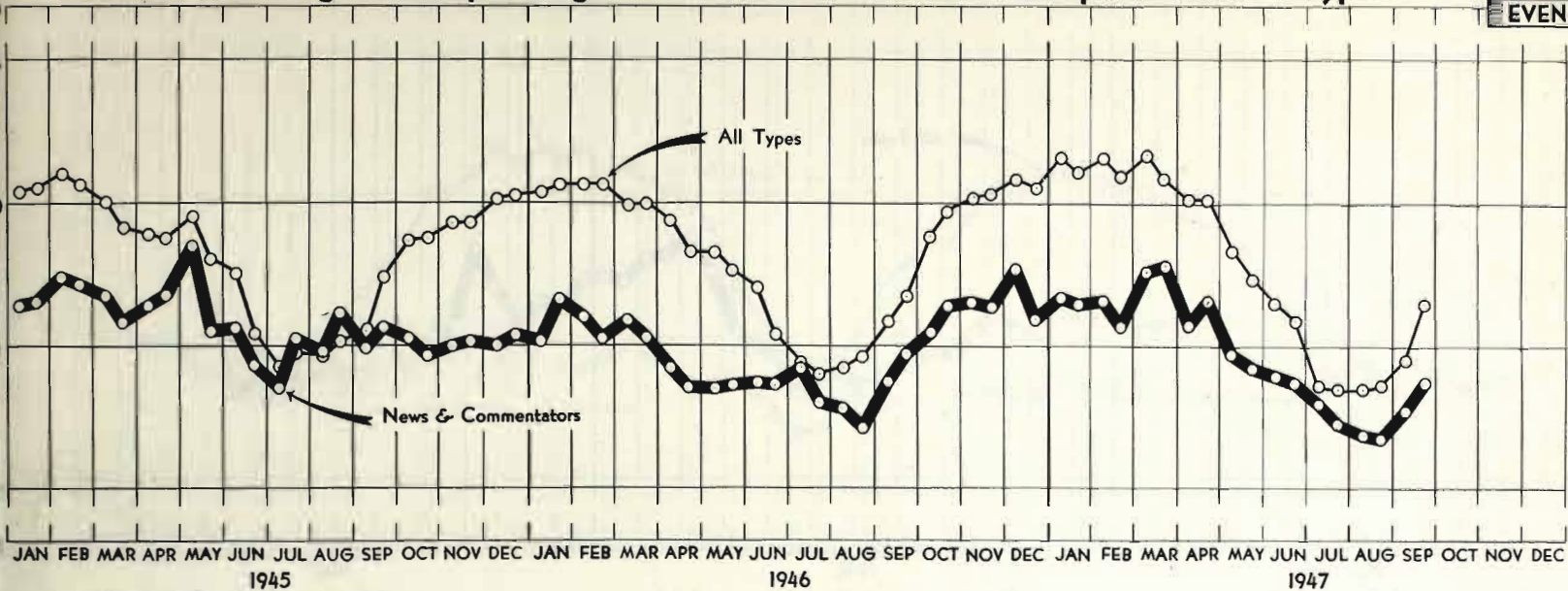
Share of Audience



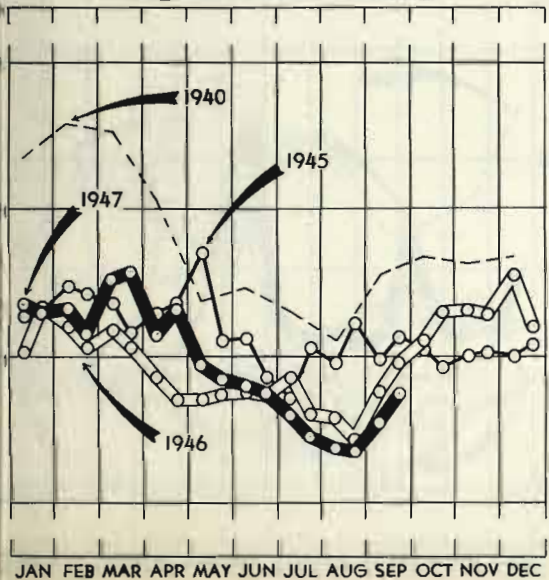
NEWS AND COMMENTATORS



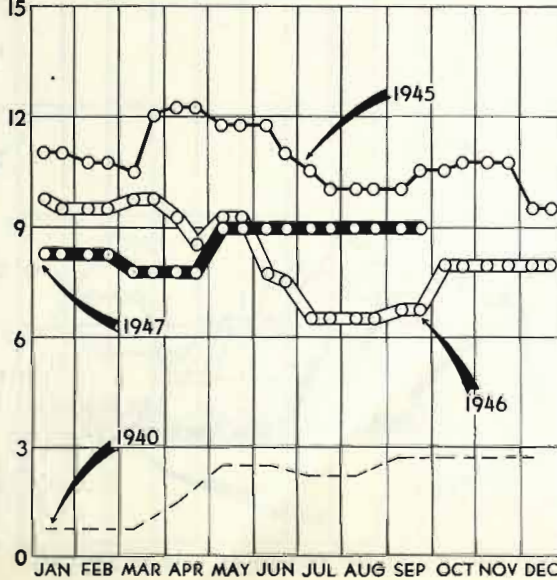
Program Hooperatings - News and Commentators compared with All Types



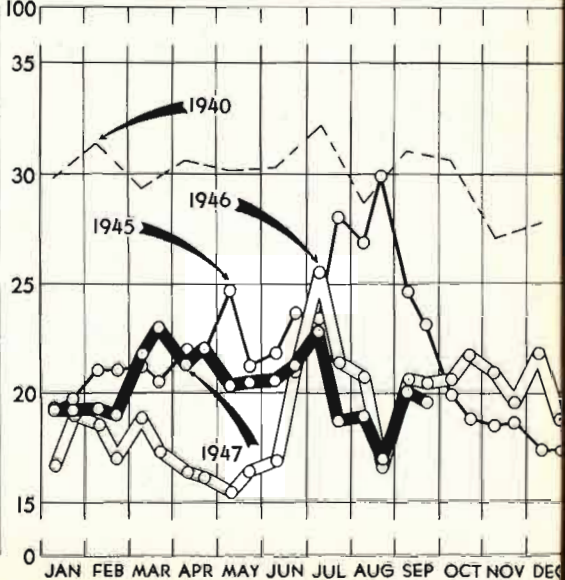
Program Hooperatings



Sponsored Broadcast Hours



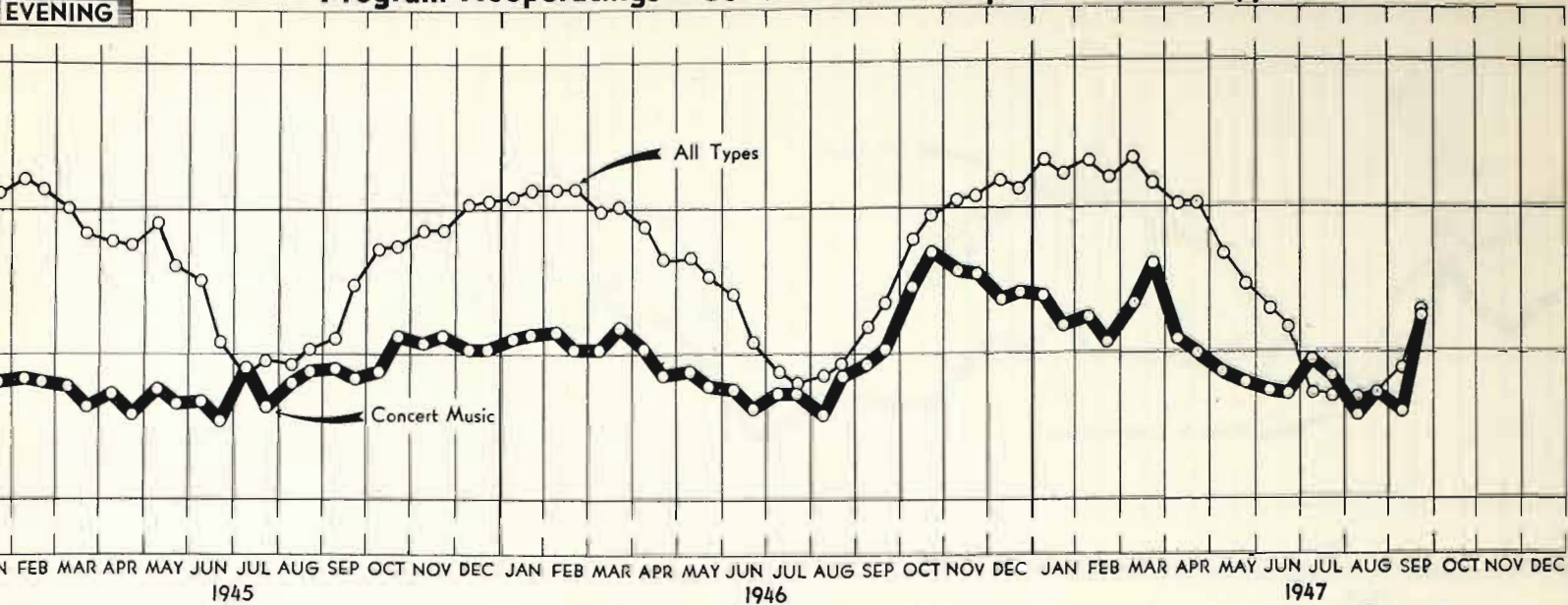
Share of Audience



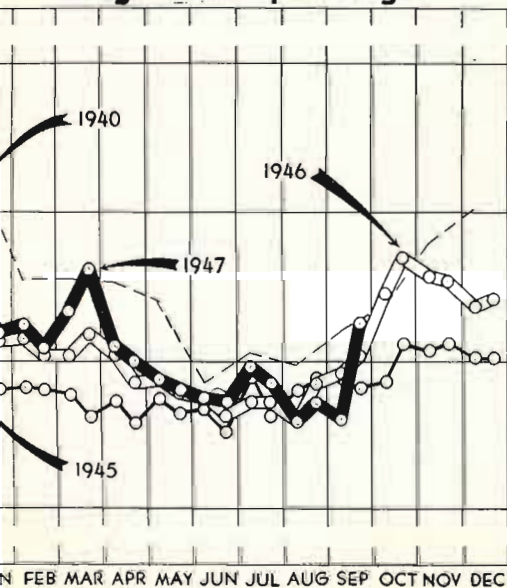


CONCERT MUSIC

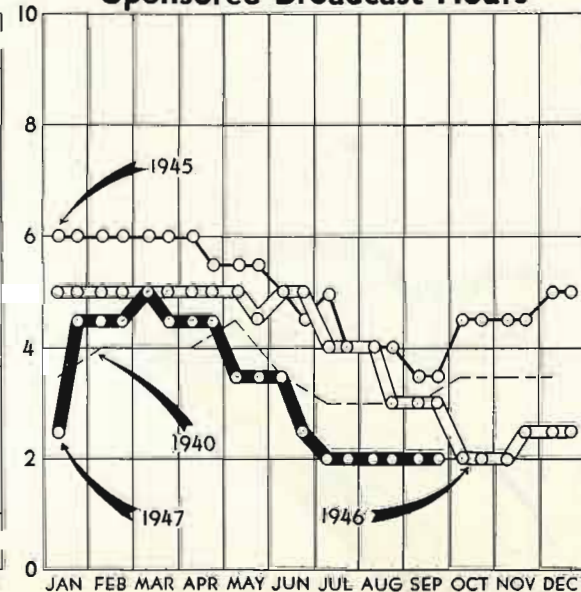
Program Hooperatings - Concert Music compared with All Types



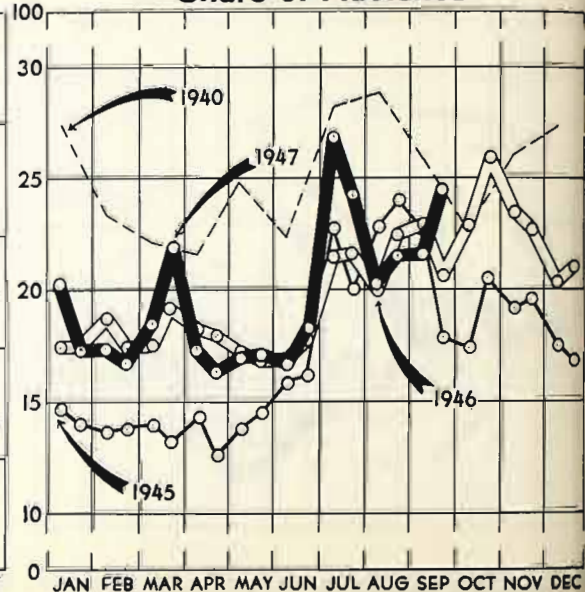
Program Hooperatings



Sponsored Broadcast Hours



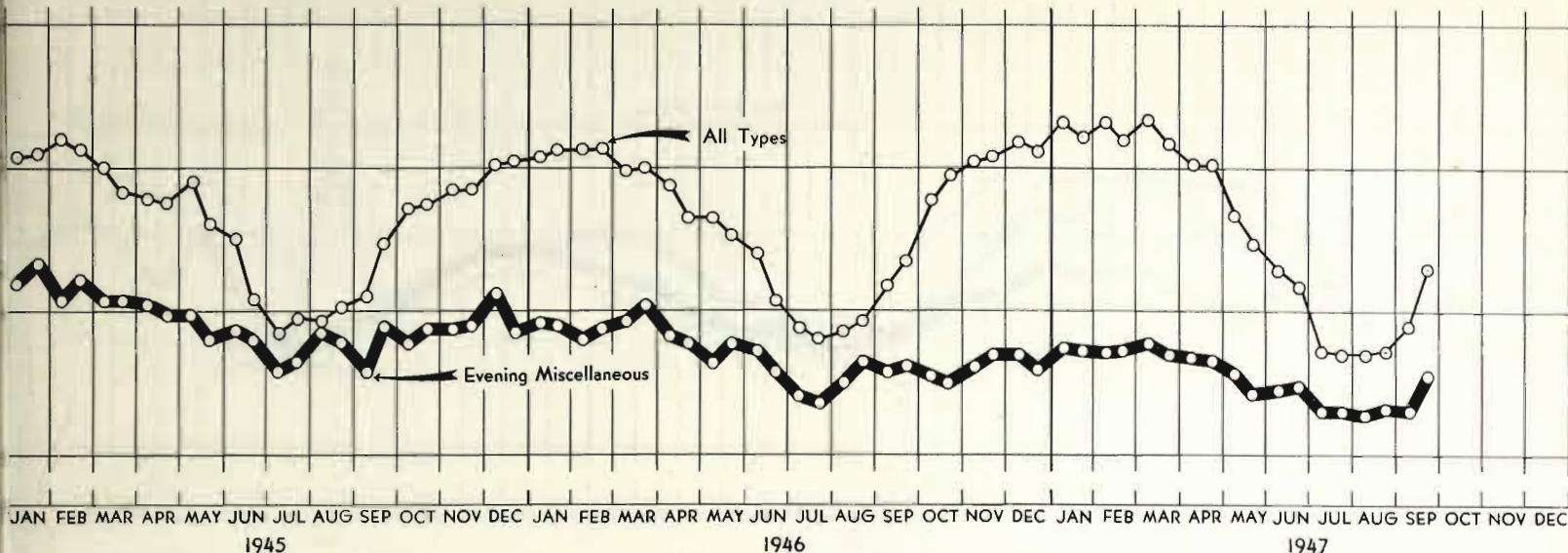
Share of Audience



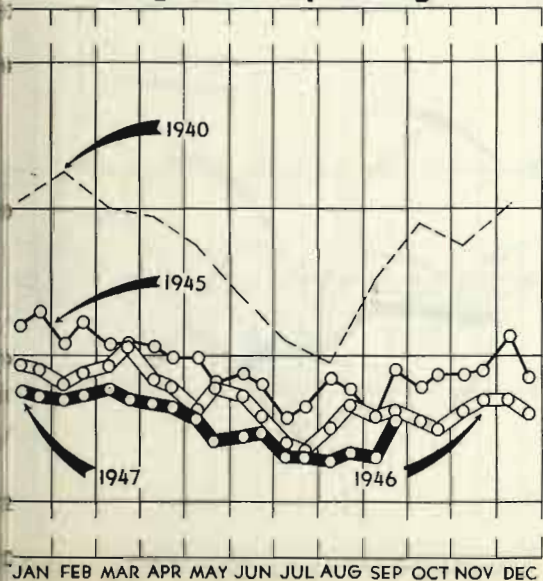
EVENING MISCELLANEOUS



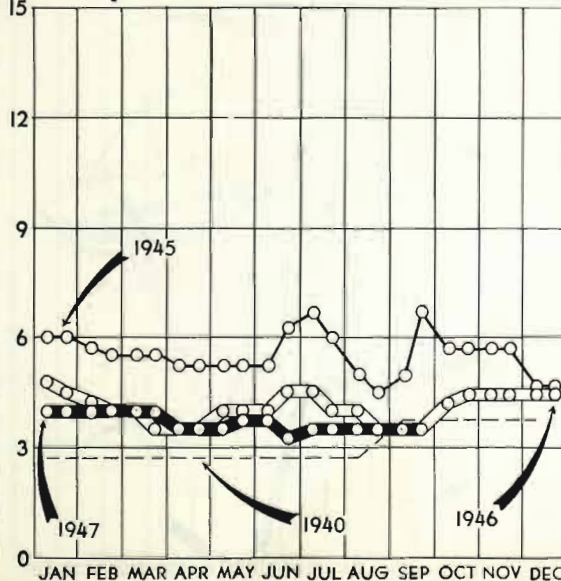
Program Hooperatings - Evening Miscellaneous compared with All Types



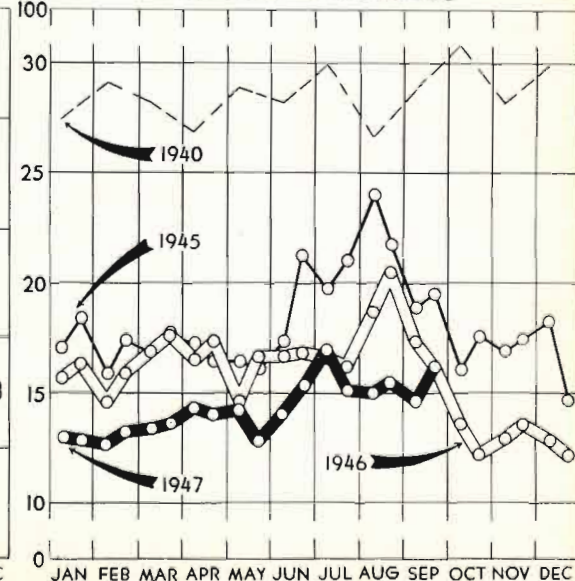
Program Hooperatings



Sponsored Broadcast Hours



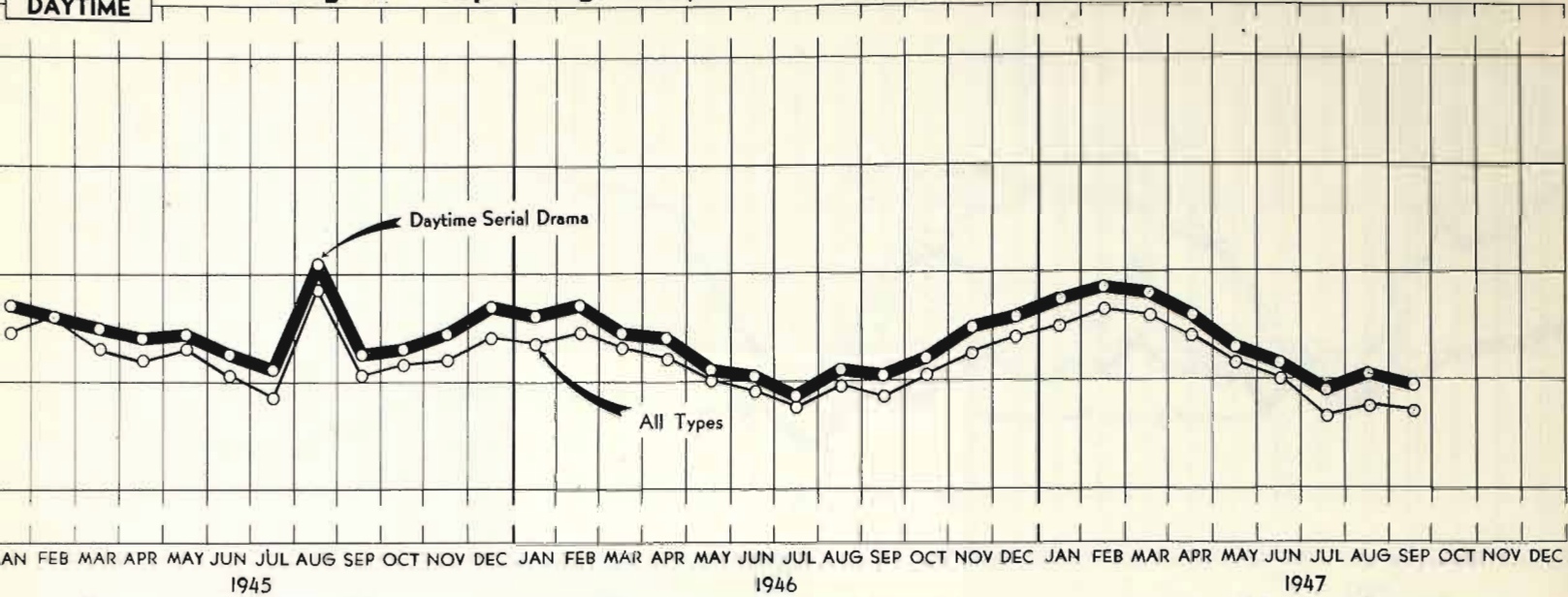
Share of Audience



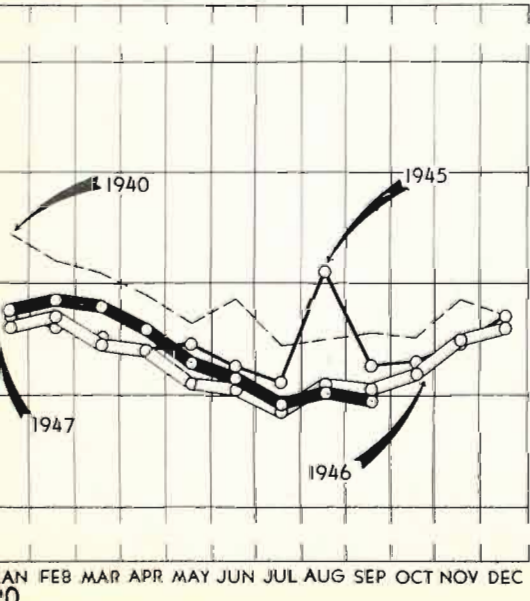


DAYTIME SERIAL DRAMA

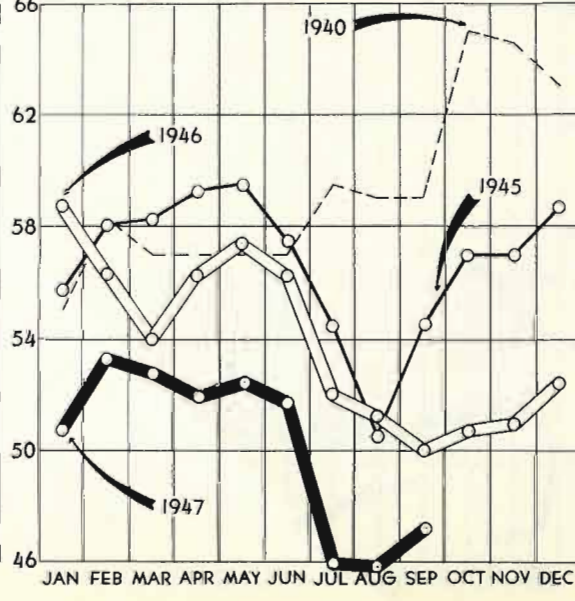
Program Hooperatings - Daytime Serial Drama compared with All Types



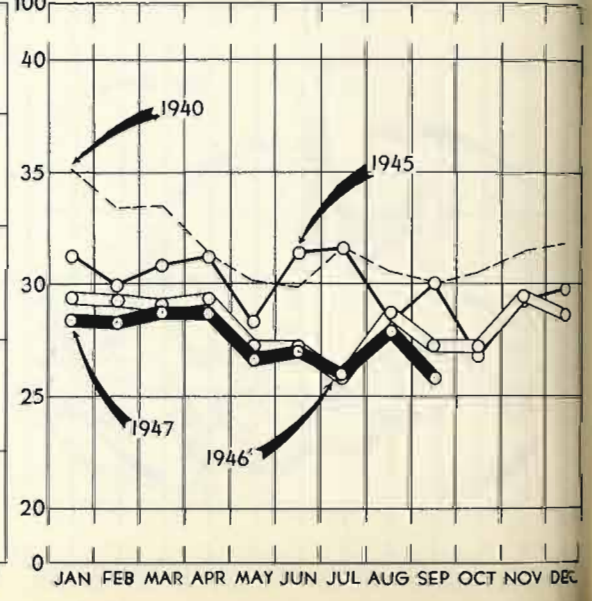
Program Hooperatings



Sponsored Broadcast Hours



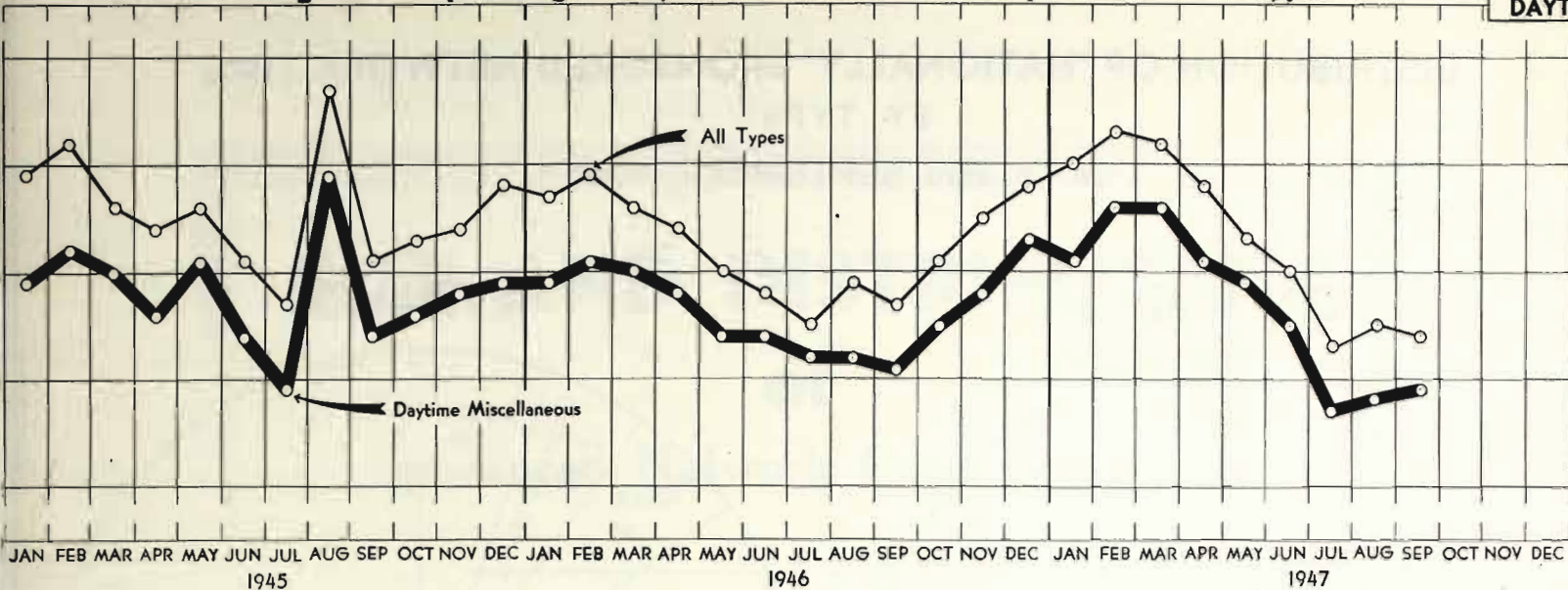
Share of Audience



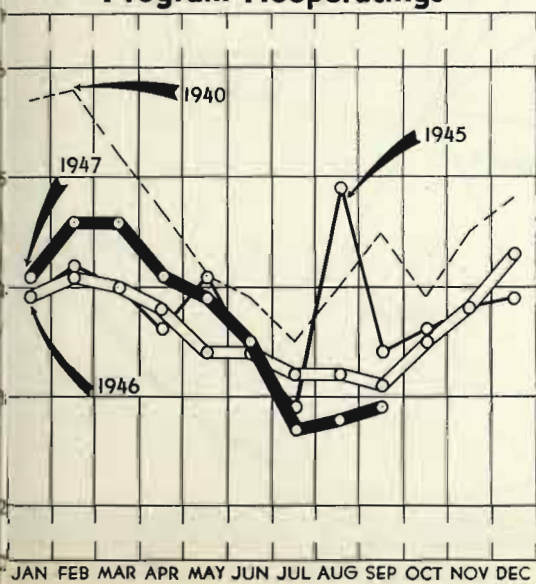
DAYTIME MISCELLANEOUS



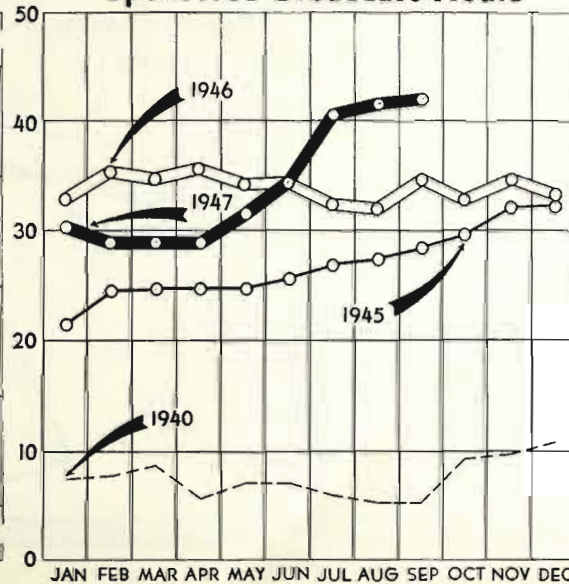
Program Hooperatings - Daytime Miscellaneous compared with All Types



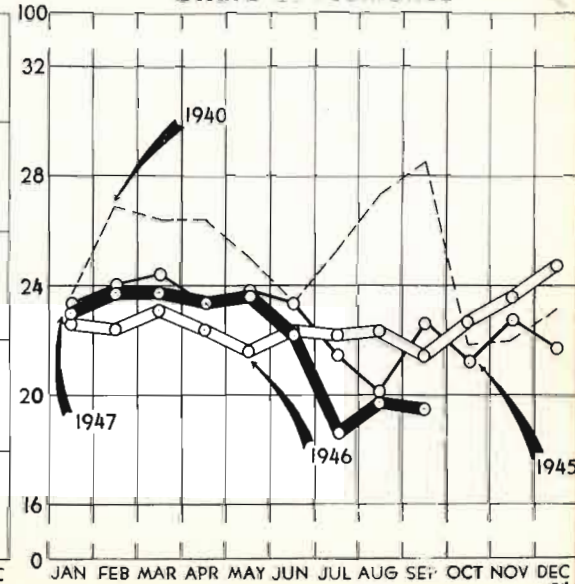
Program Hooperatings



Sponsored Broadcast Hours



Share of Audience

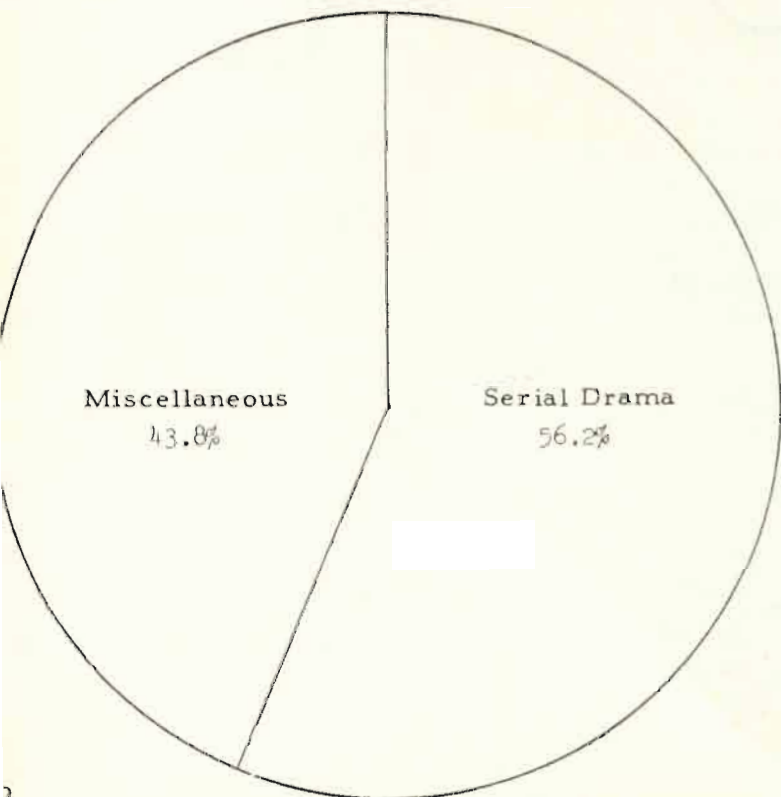


DISTRIBUTION OF "NATIONALLY" SPONSORED NETWORK TIME

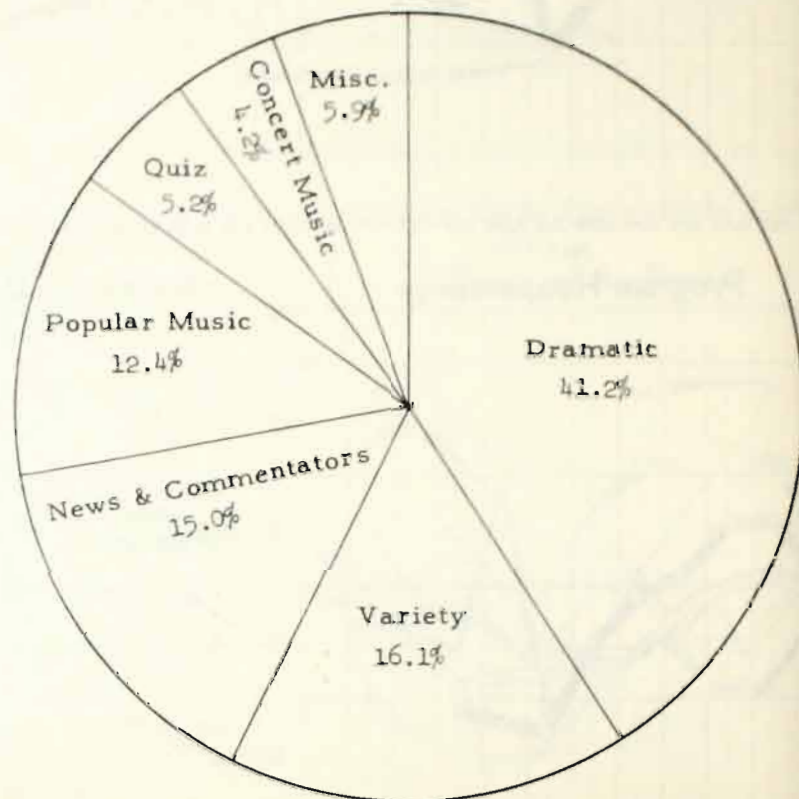
BY TYPES

MAY, thru SEPTEMBER, 1947

DAYTIME



EVENING



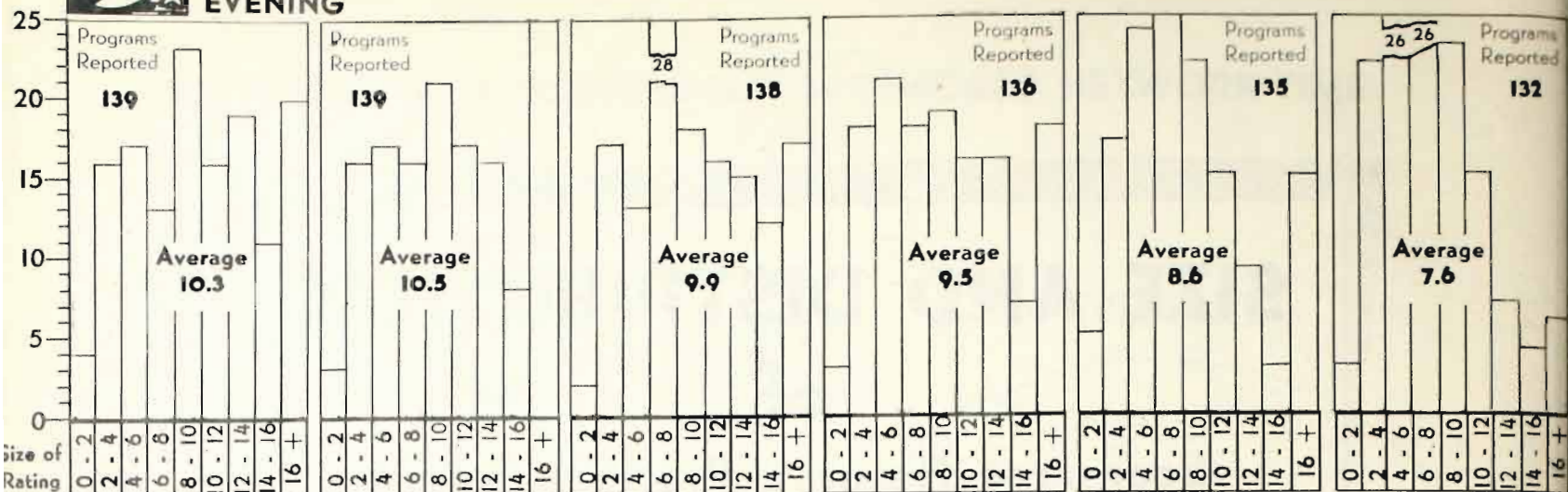
SIZE AND DISTRIBUTION of Sponsored Network Program Ratings





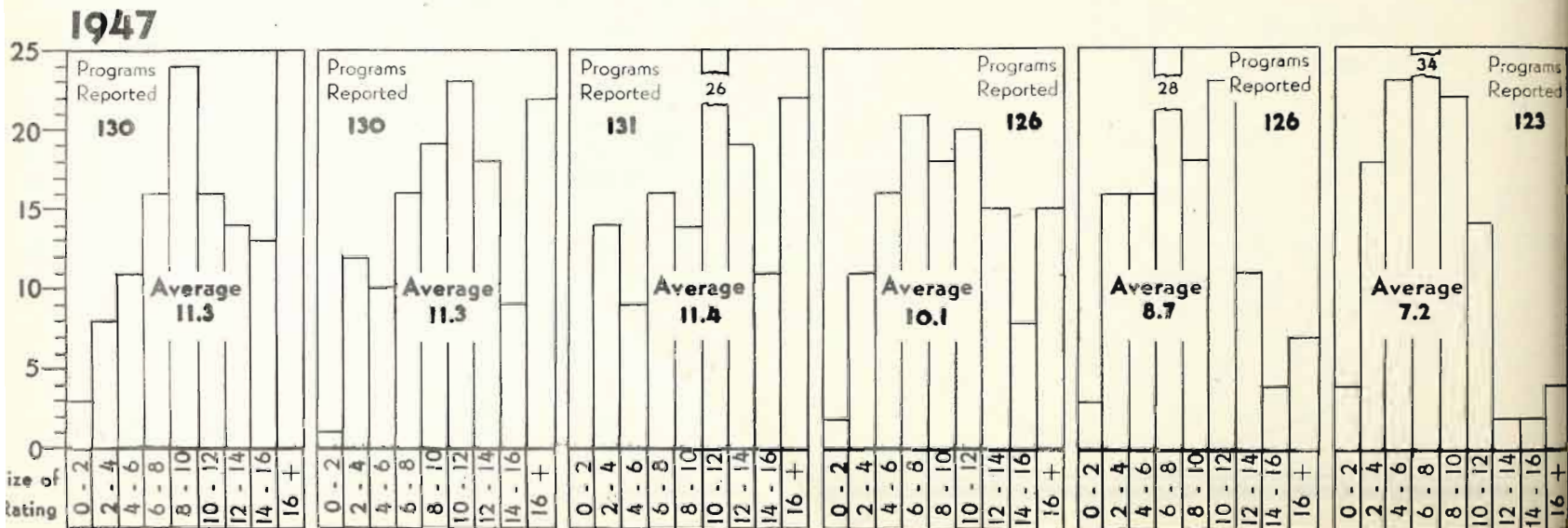
**FOUR
NETWORKS
EVENING**

**SIZE AND DISTRIBUTION OF SPONSORED
NETWORK PROGRAM RATINGS**



1946

JANUARY FEBRUARY MARCH APRIL MAY JUNE

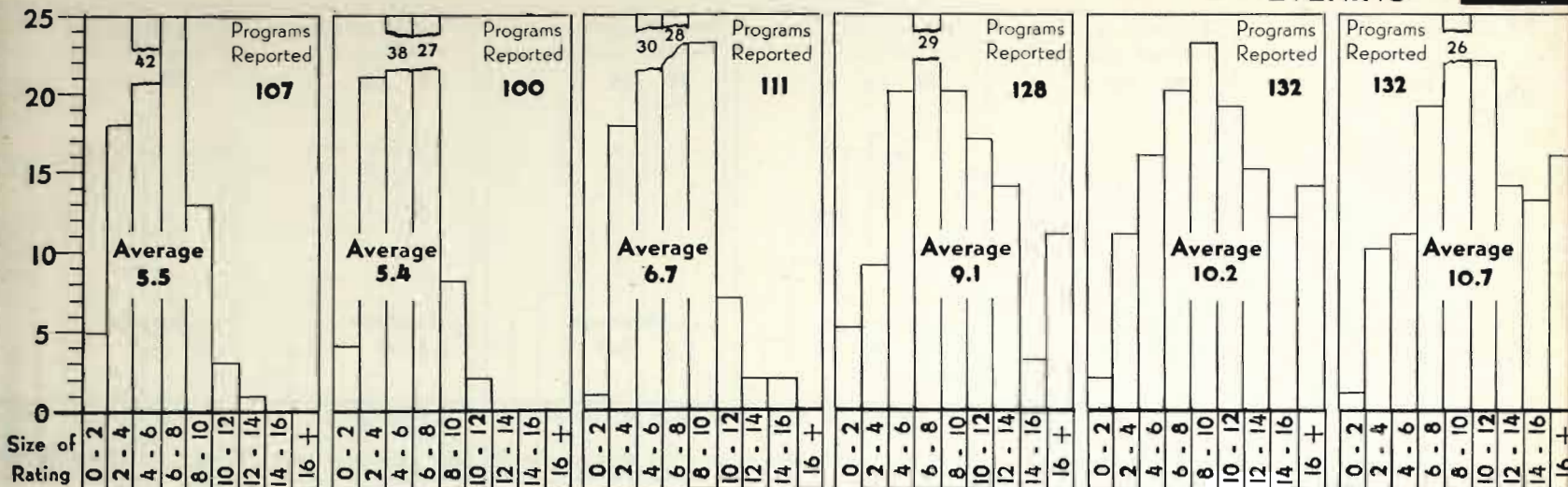


1947

Number of Programs

Source: 15 th of Month Network Program Hooperatings

**FOUR
NETWORKS
EVENING**



1946

JULY

AUGUST

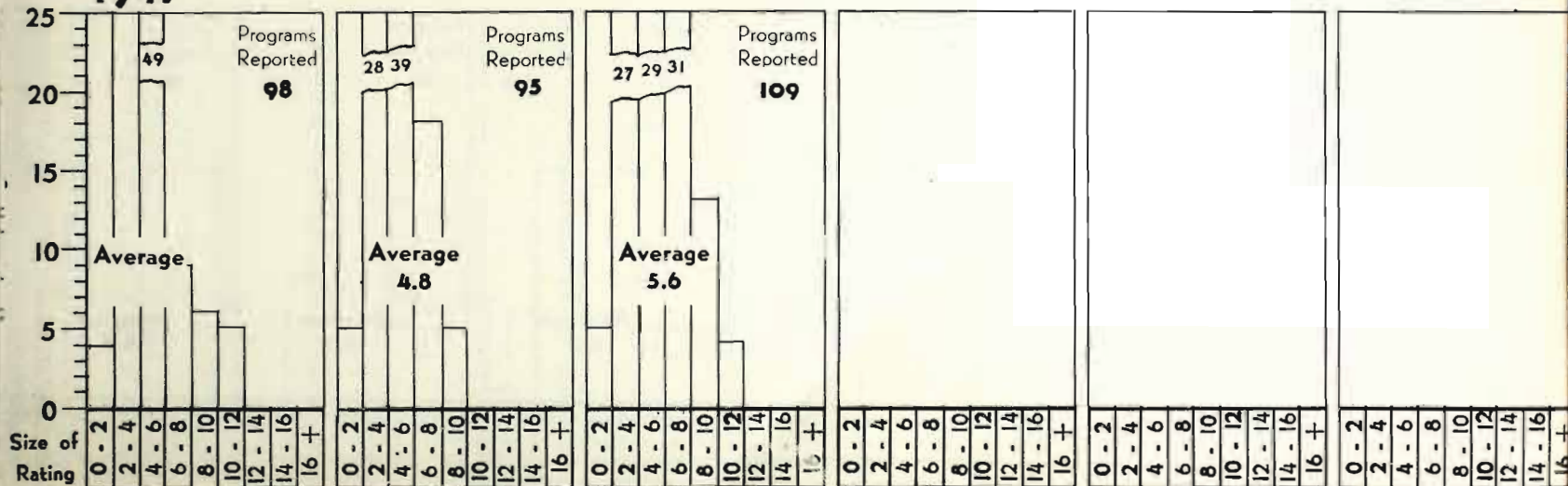
SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

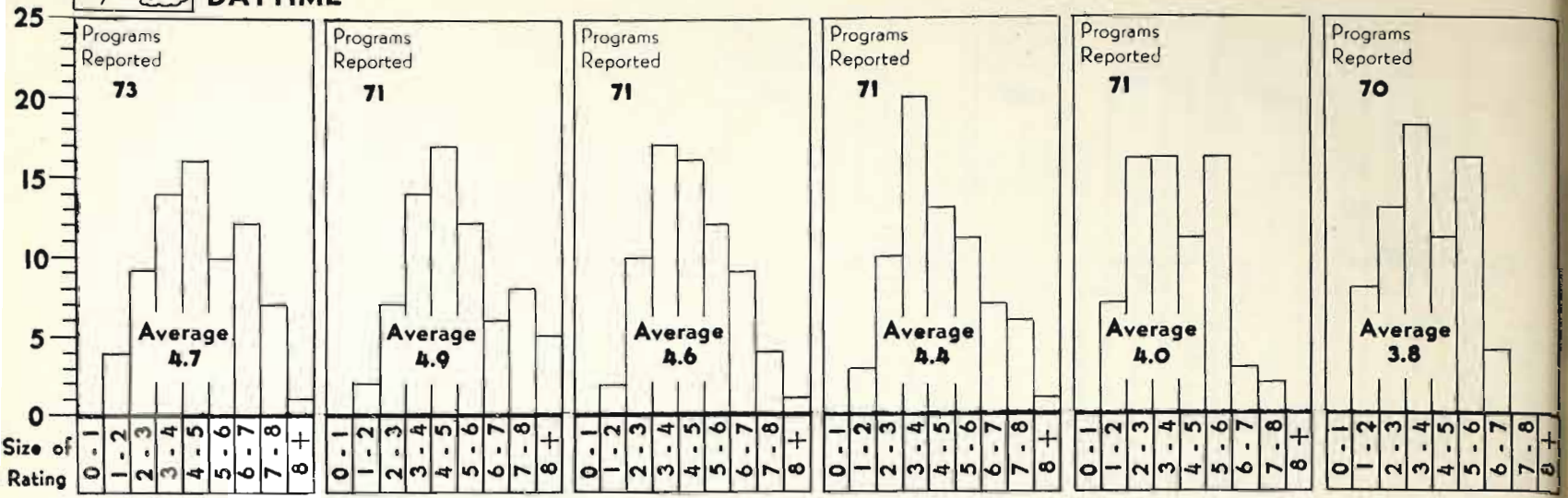
1947





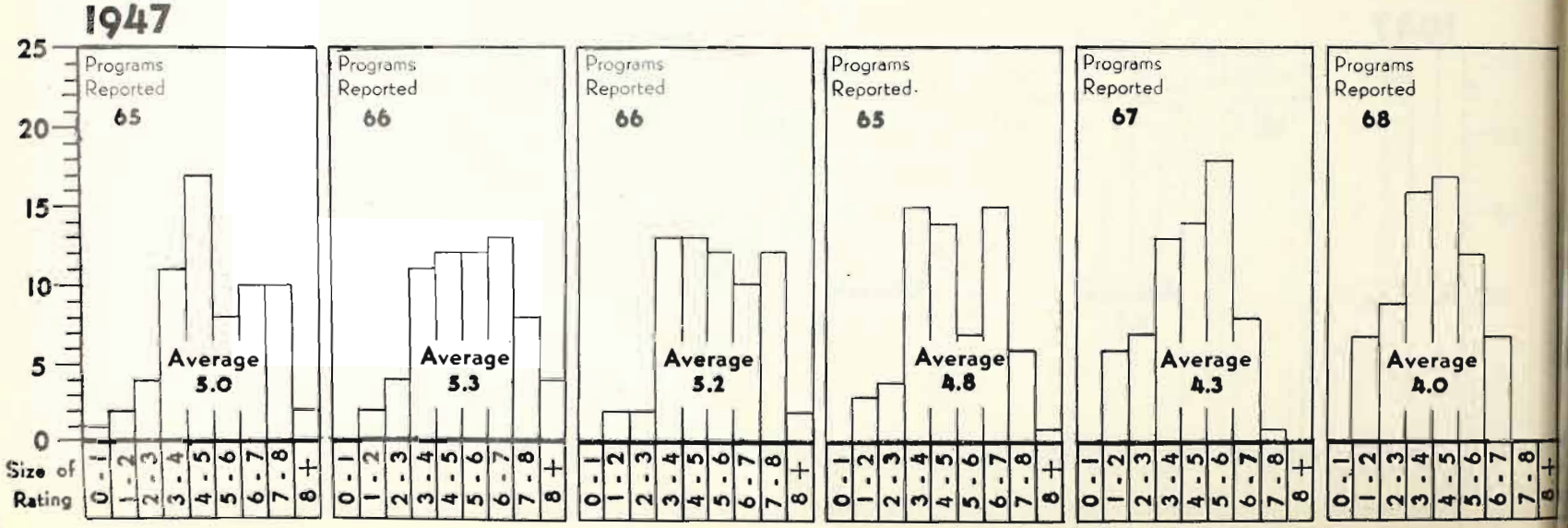
FOUR NETWORKS DAYTIME

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS



1946

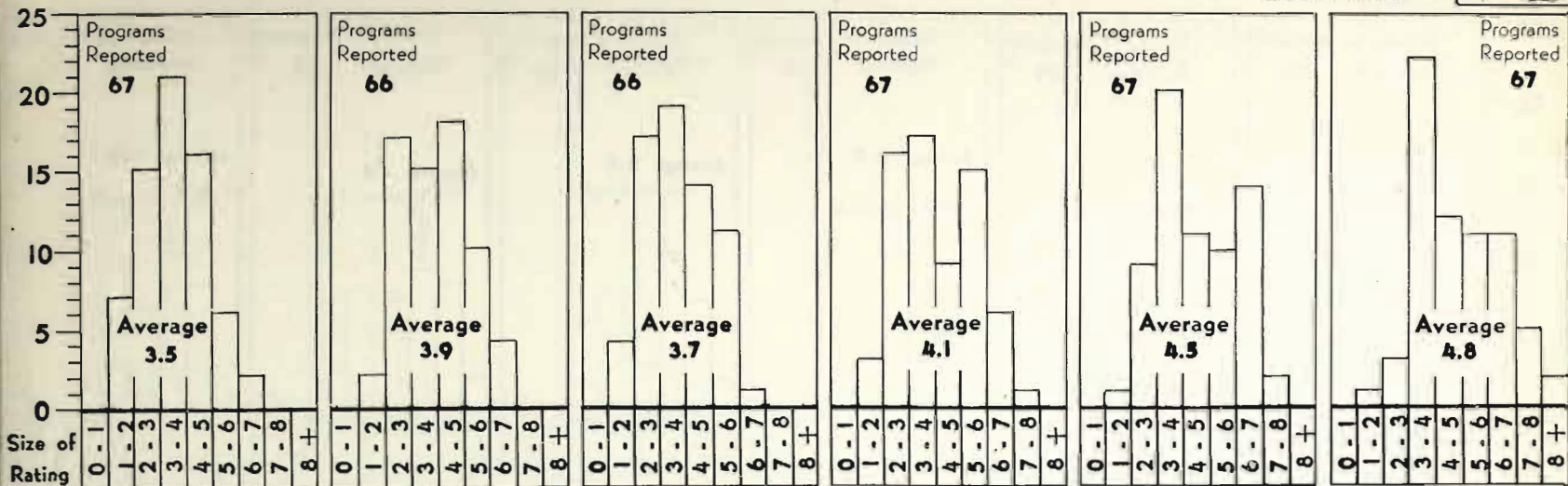
JANUARY FEBRUARY MARCH APRIL MAY JUNE



1947

Source: 15th of Month Network Program Hooperatings

**FOUR
NETWORKS
DAYTIME**



1946

JULY

AUGUST

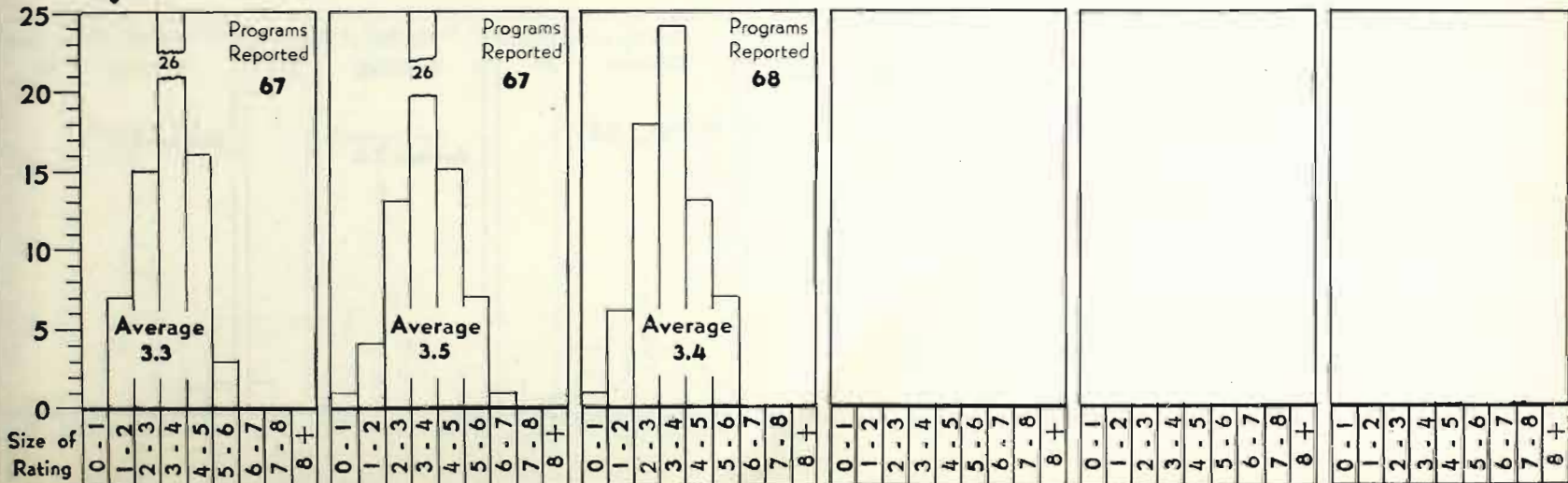
SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

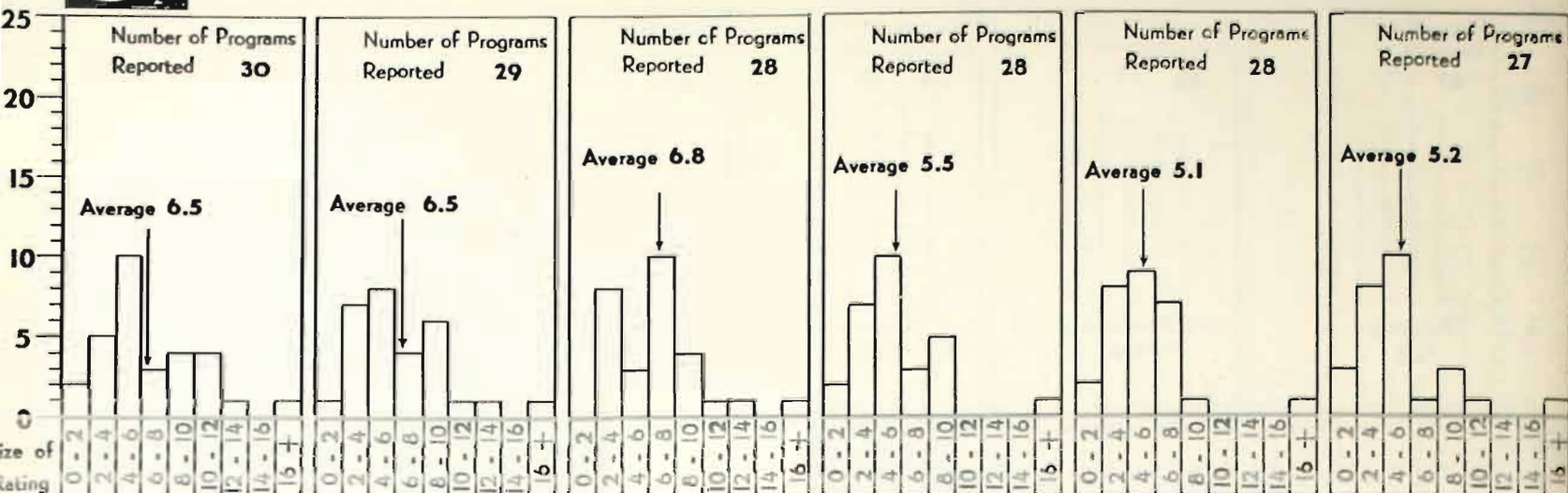
1947





A B C EVENING

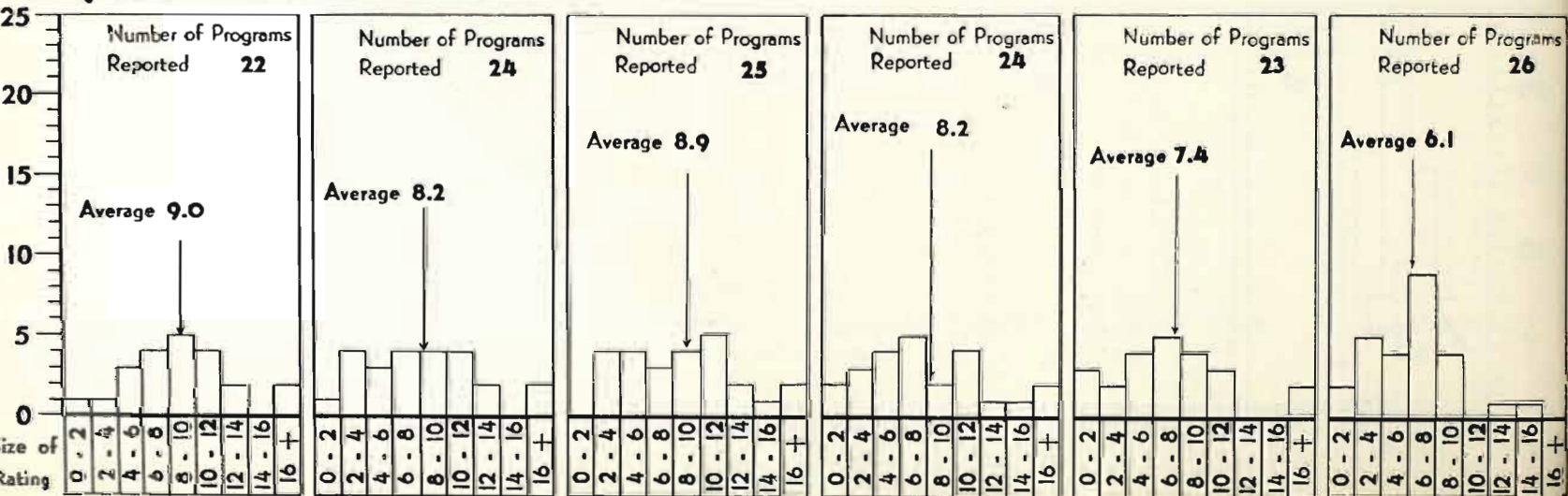
SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS

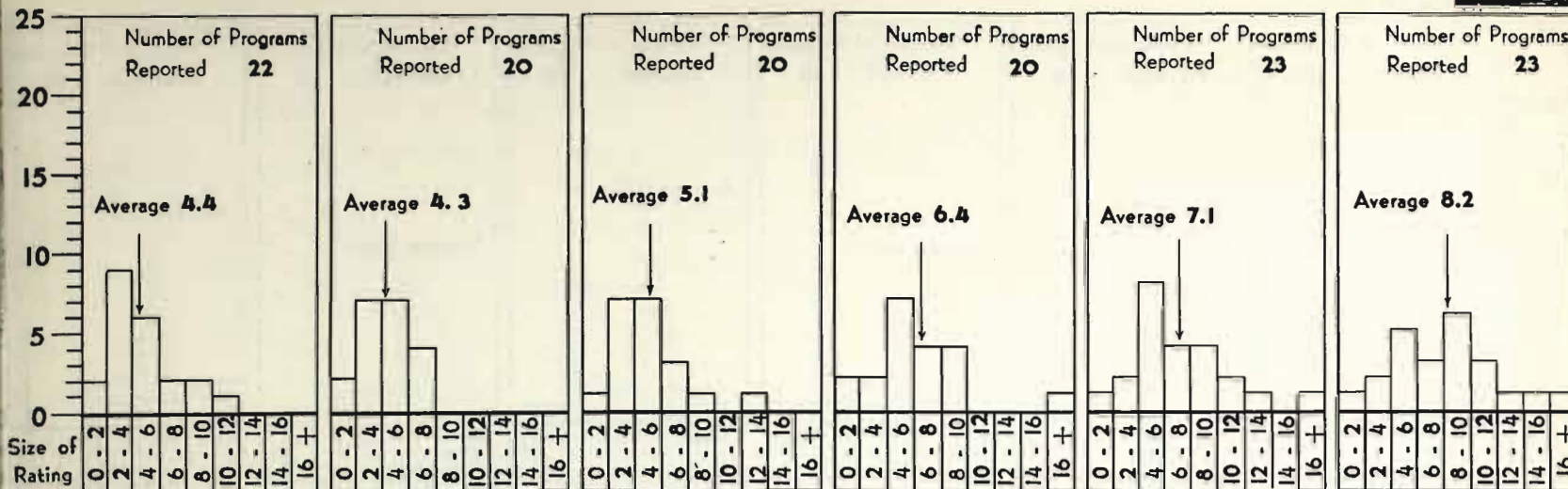


1946

JANUARY FEBRUARY MARCH APRIL MAY JUNE

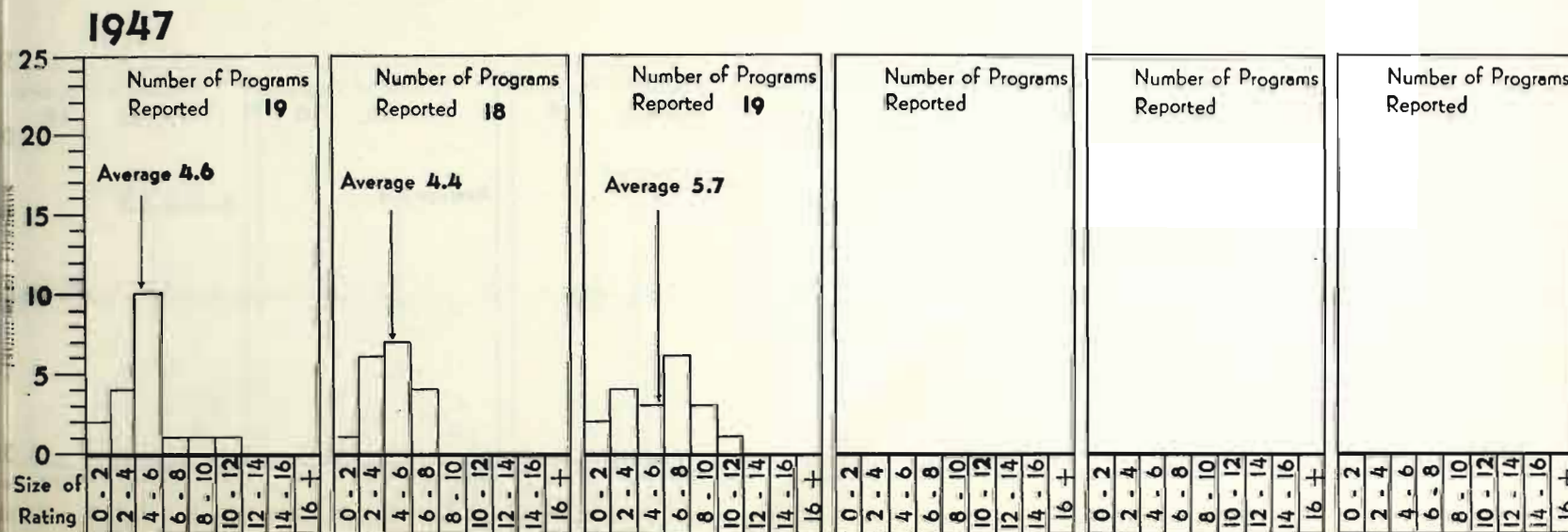
1947





1946

JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

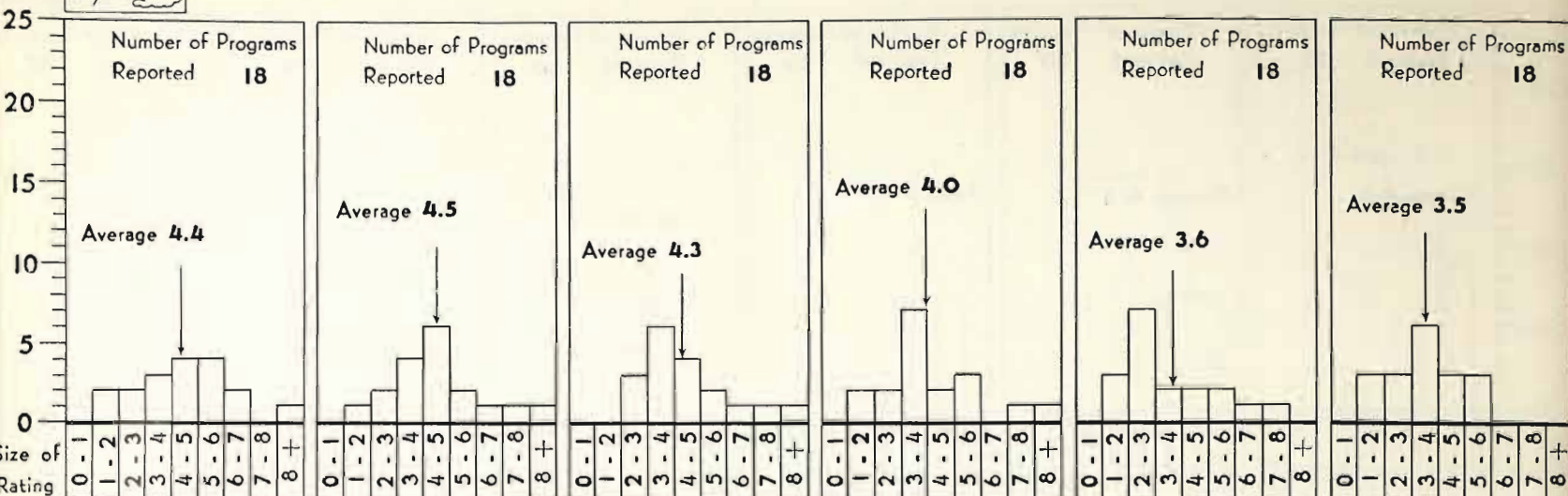


1947



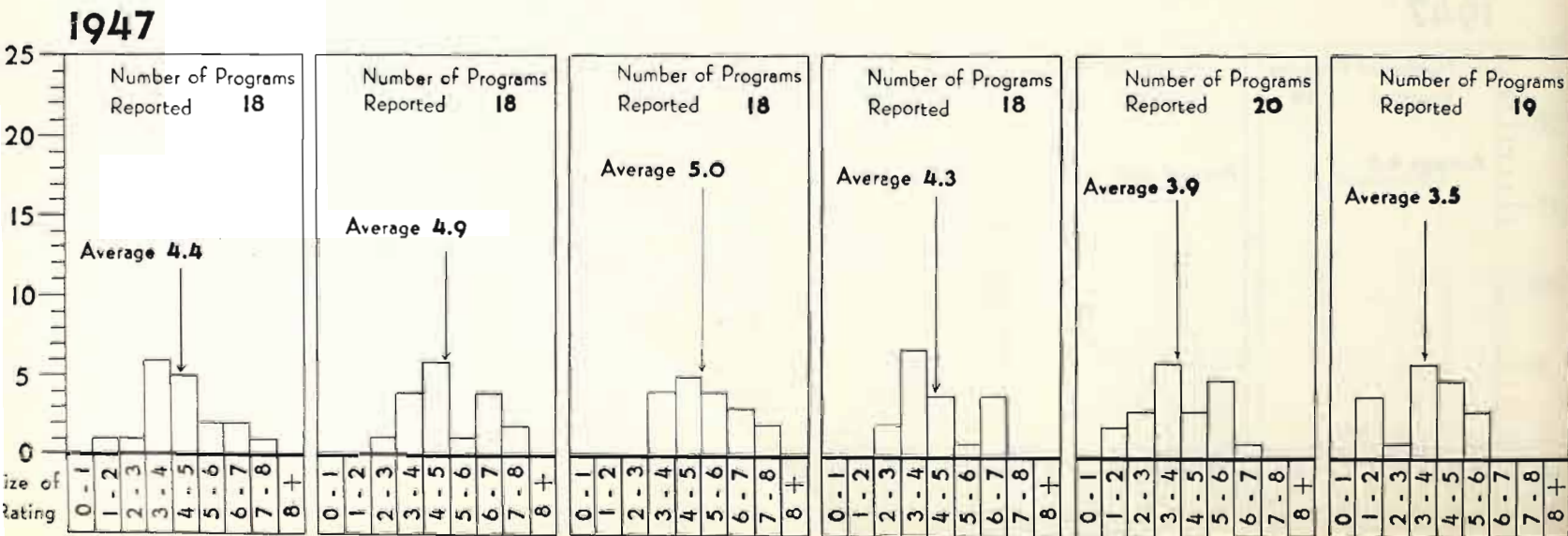
A B C DAYTIME

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS

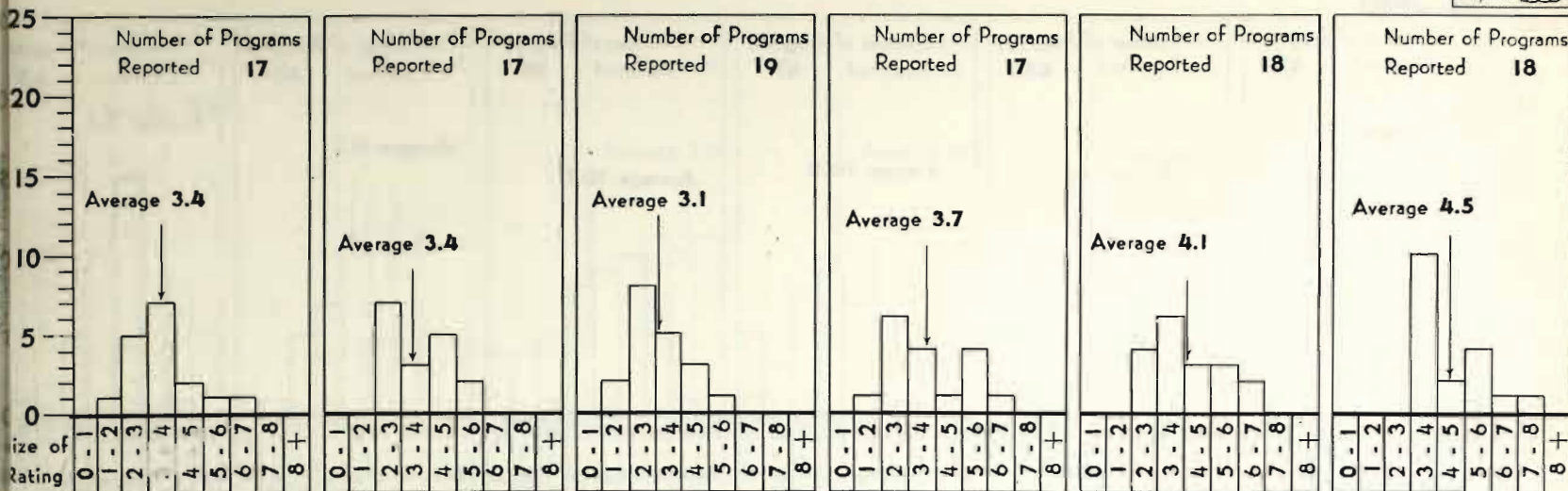


1946

JANUARY FEBRUARY MARCH APRIL MAY JUNE



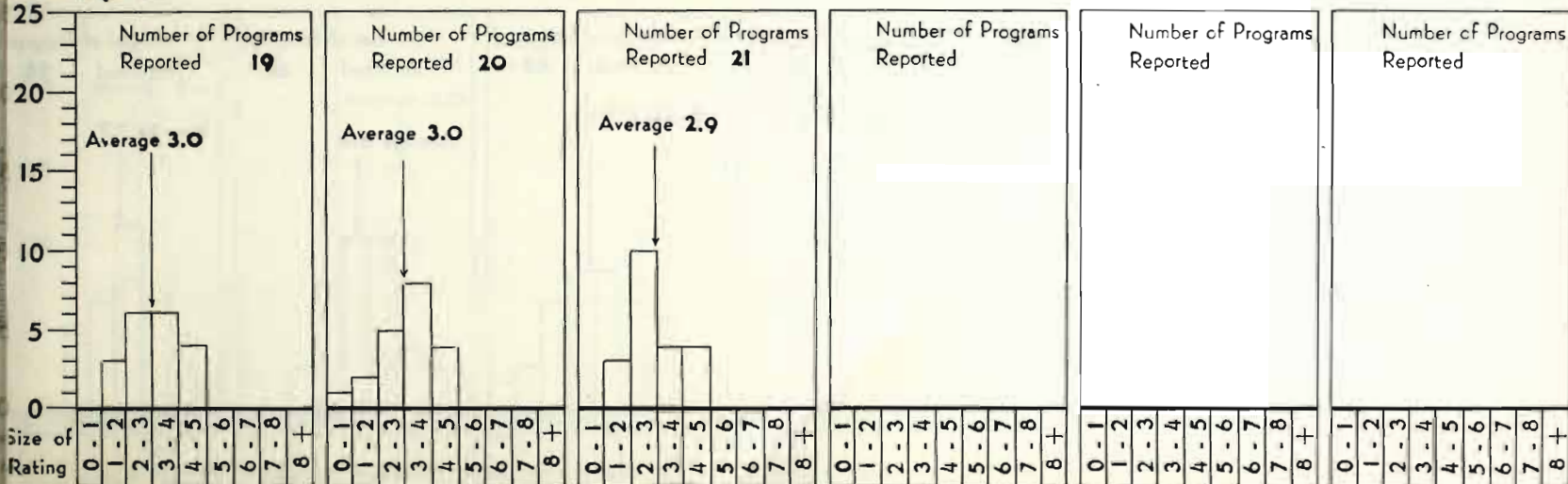
1947



1946

JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

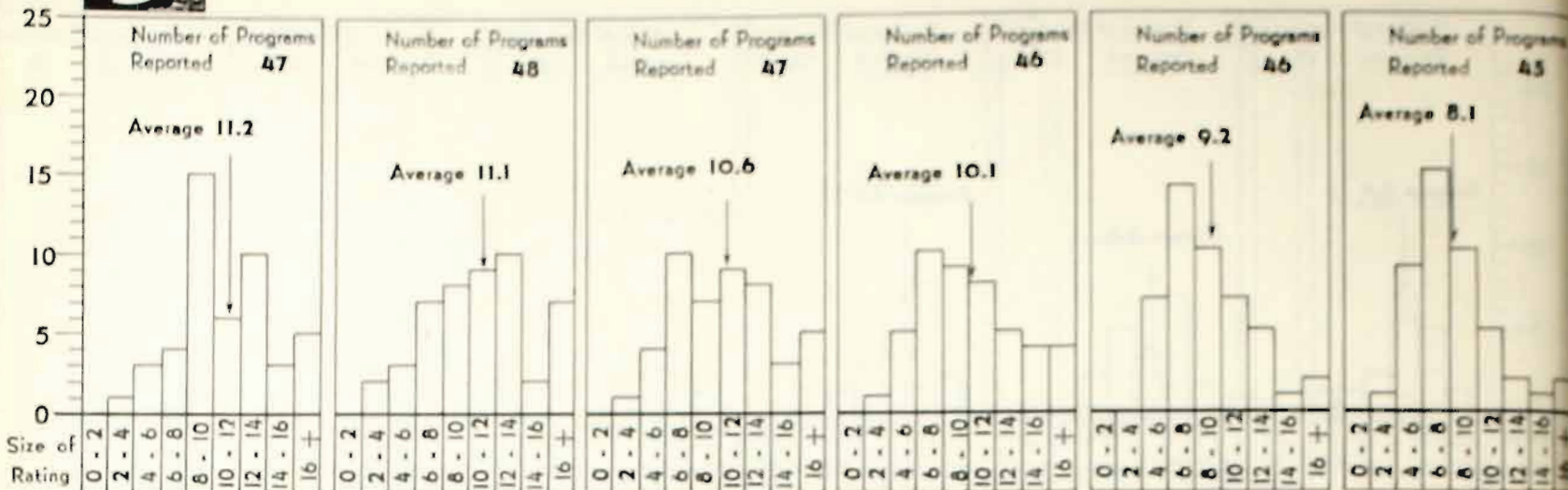
1947





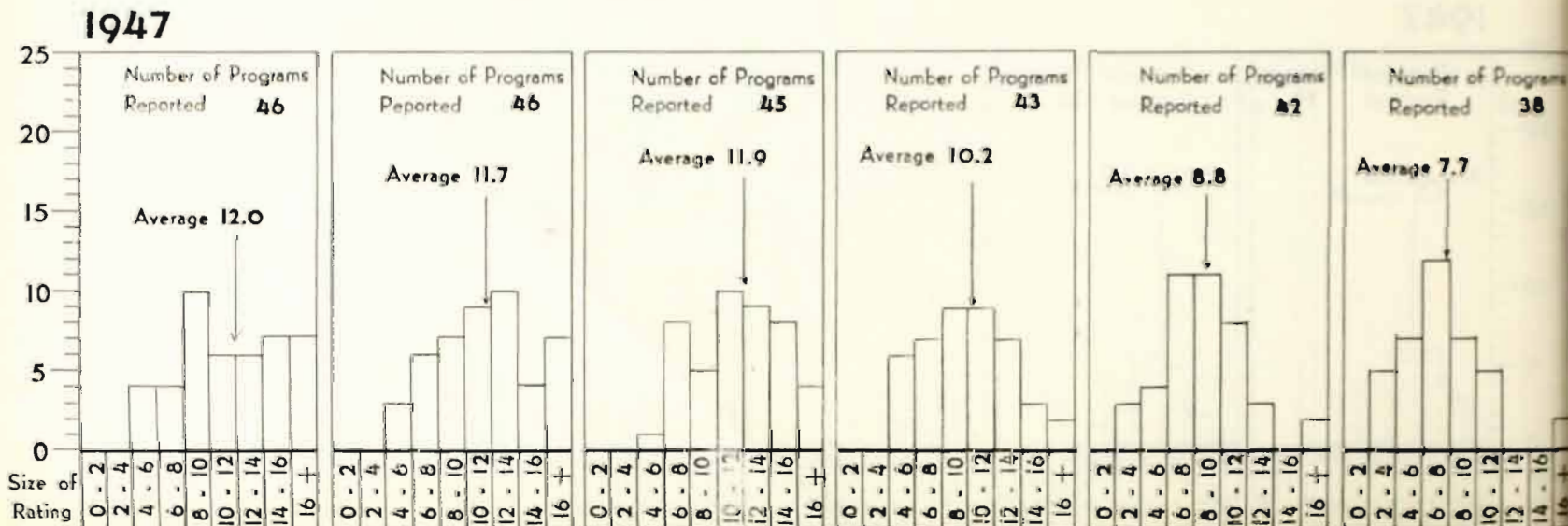
**CBS
EVENING**

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS



1946

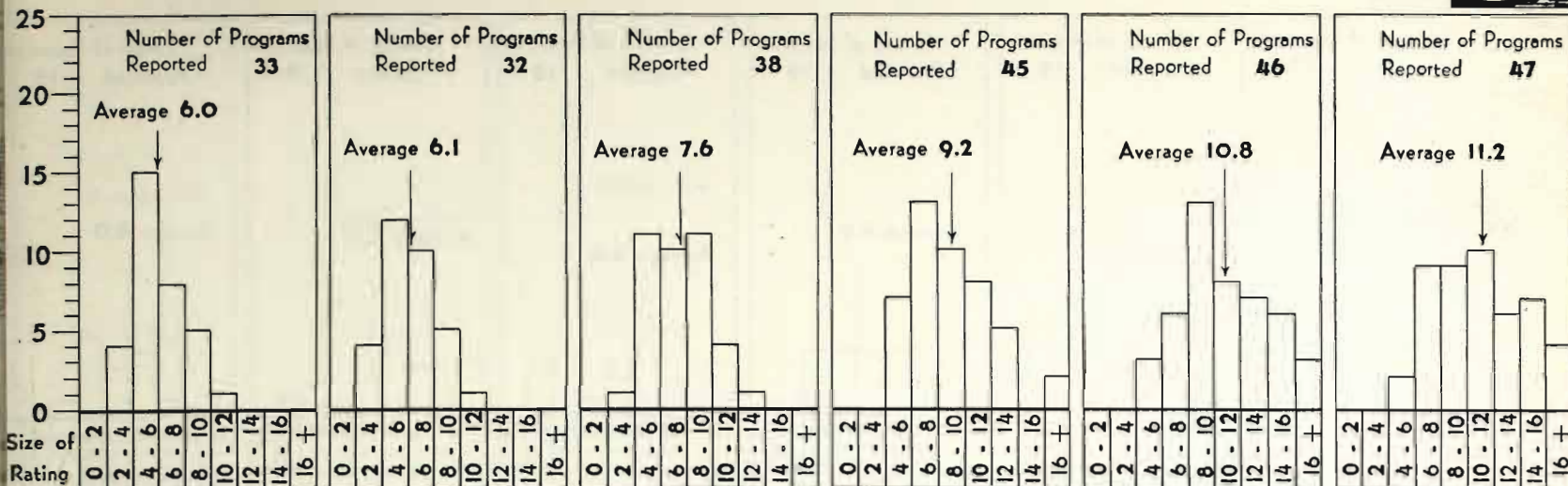
JANUARY FEBRUARY MARCH APRIL MAY JUNE



1947

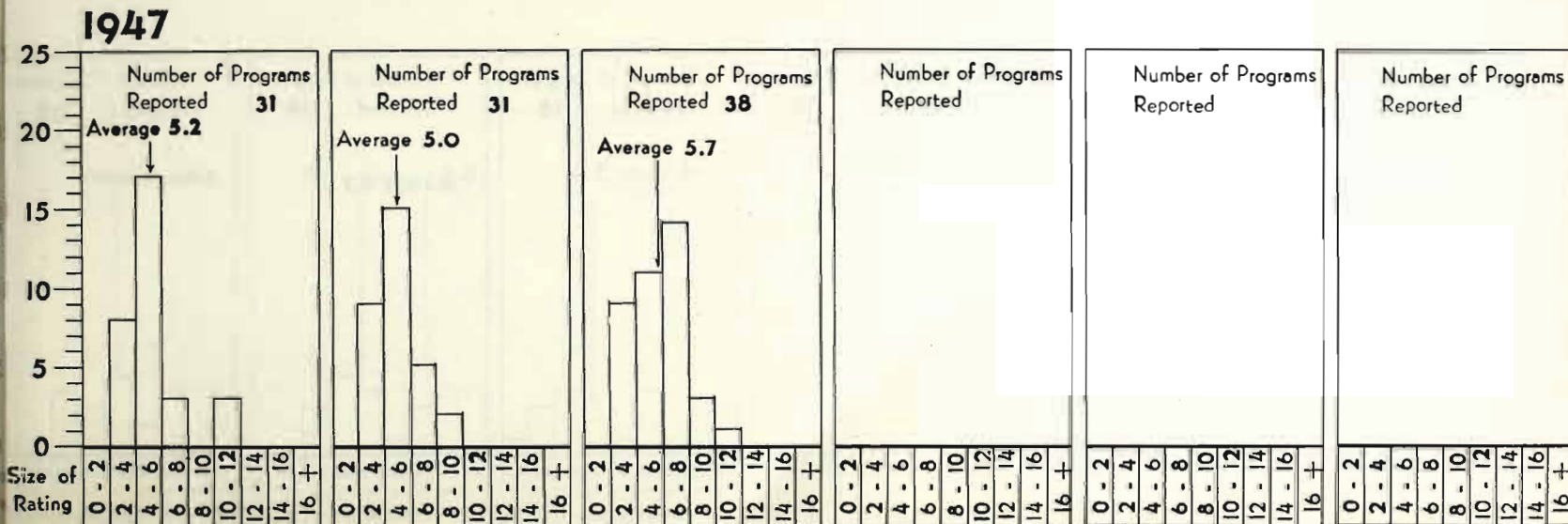
Source: 15th of Month Network Program Hooperatings

**CBS
EVENING**



1946

JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

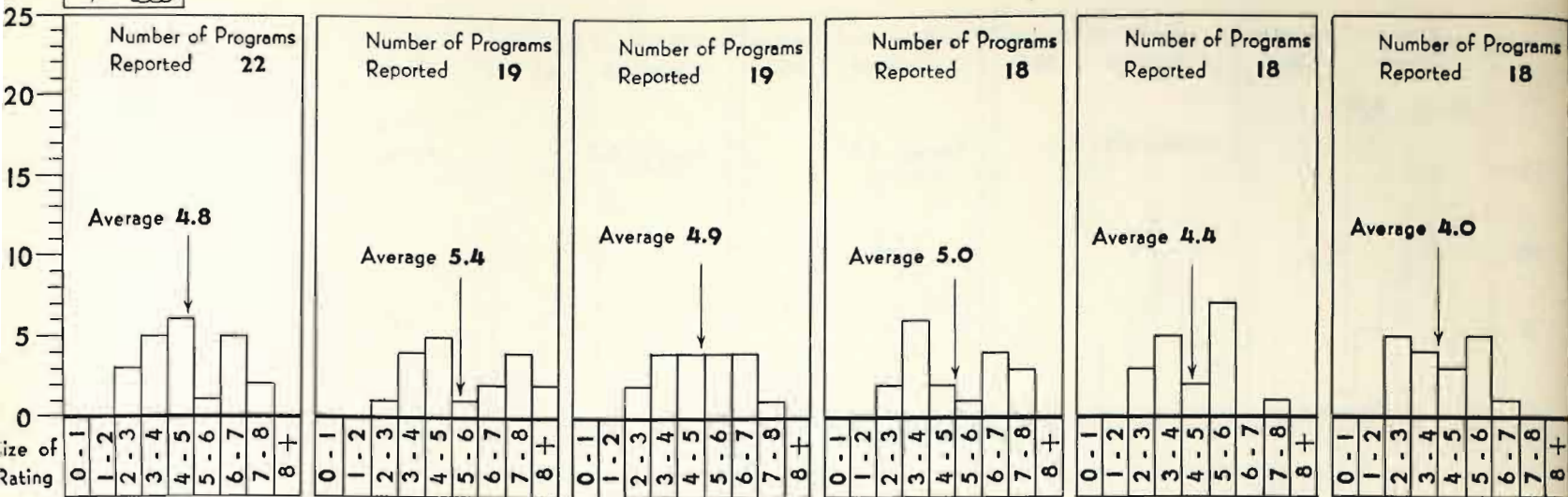


1947



C B S DAYTIME

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS



1946

JANUARY

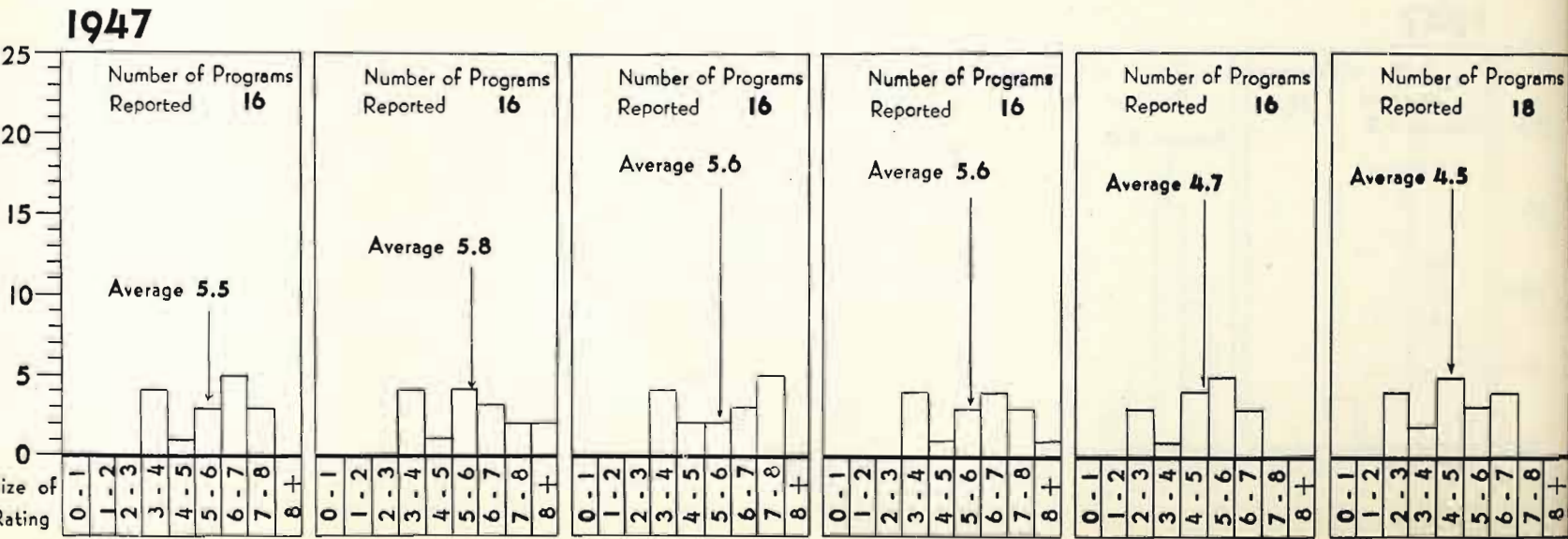
FEBRUARY

MARCH

APRIL

MAY

JUNE



1947

JANUARY

FEBRUARY

MARCH

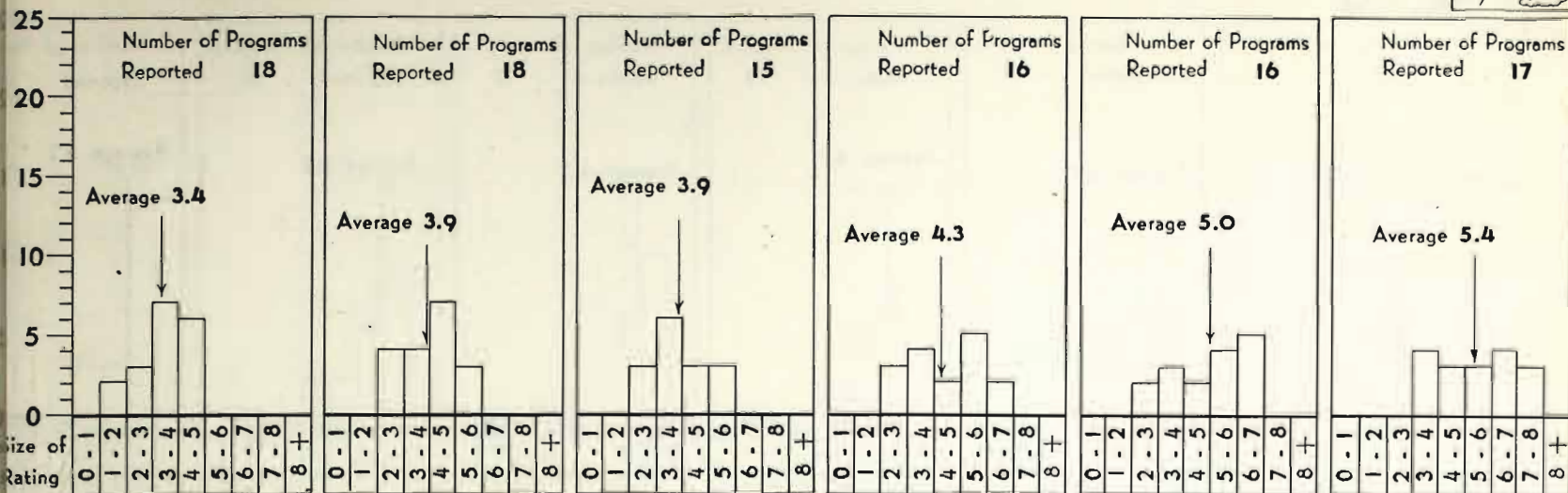
APRIL

MAY

JUNE



Source: 15th of Month Network Program Hooperatings



1946

JULY

AUGUST

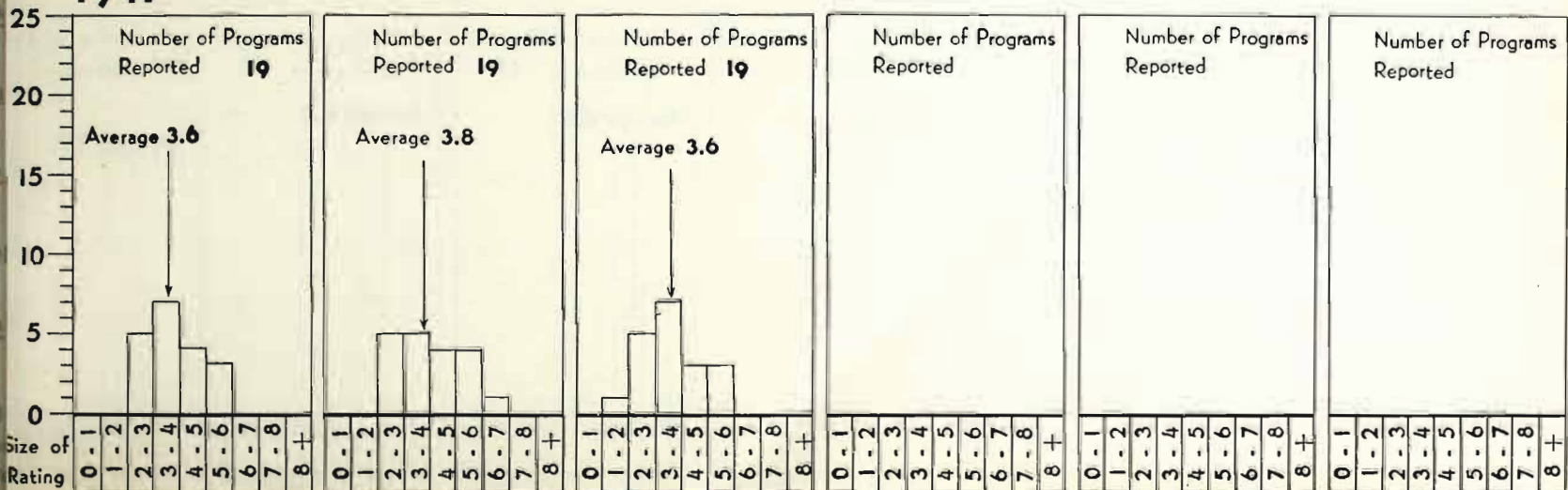
SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

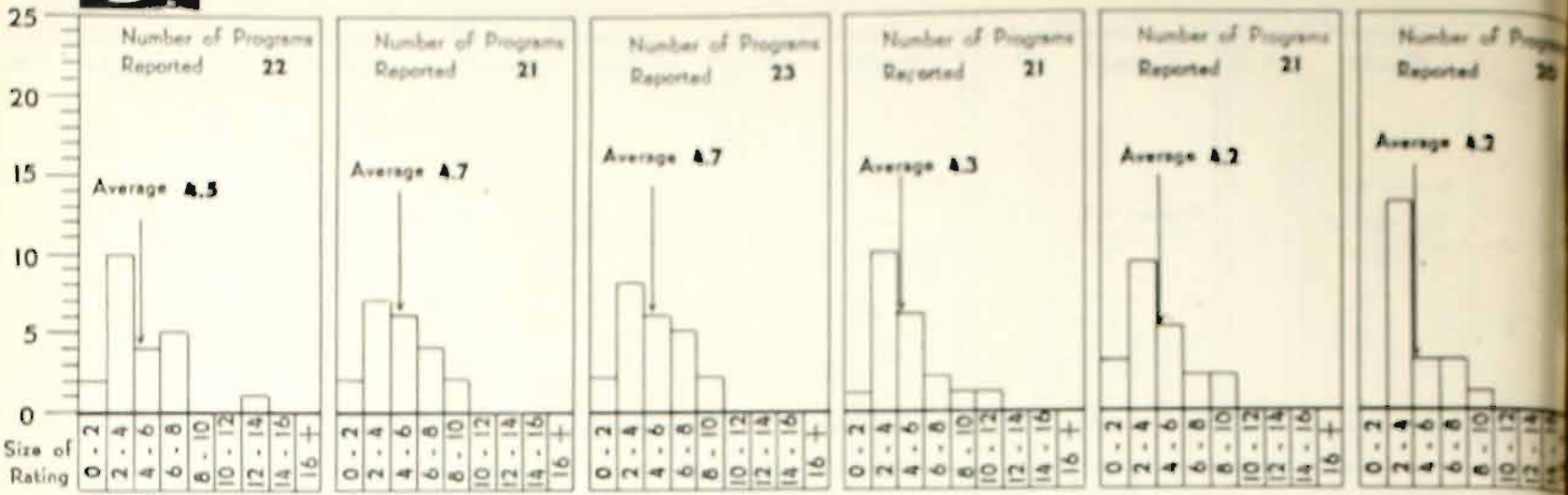
1947





M B S EVENING

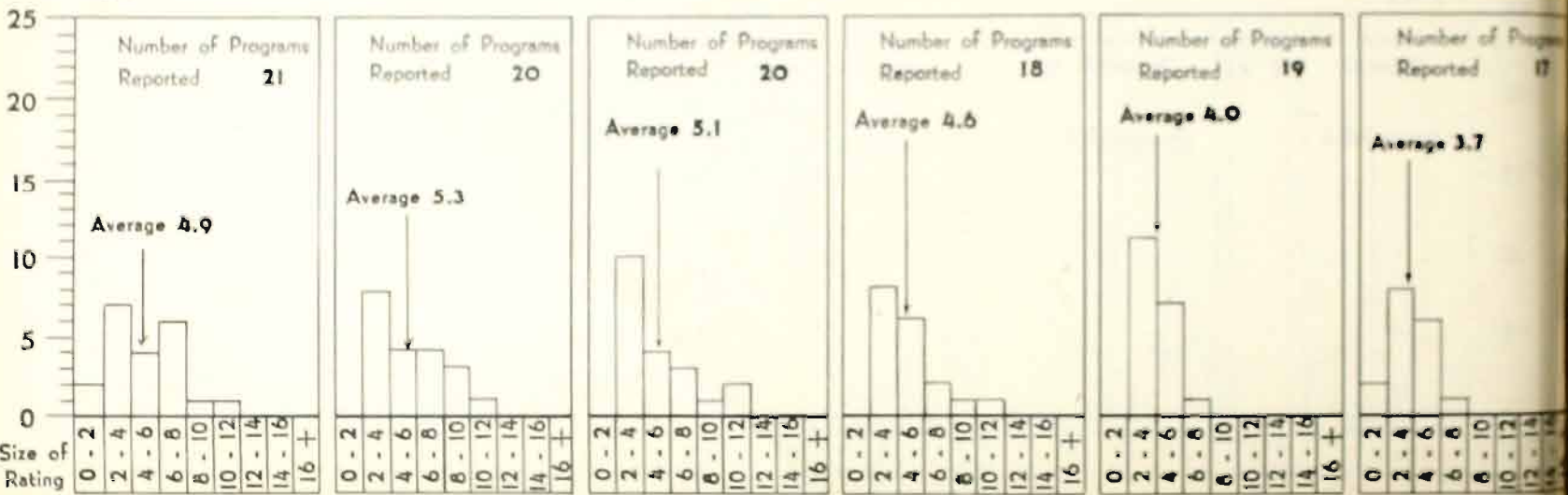
SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS



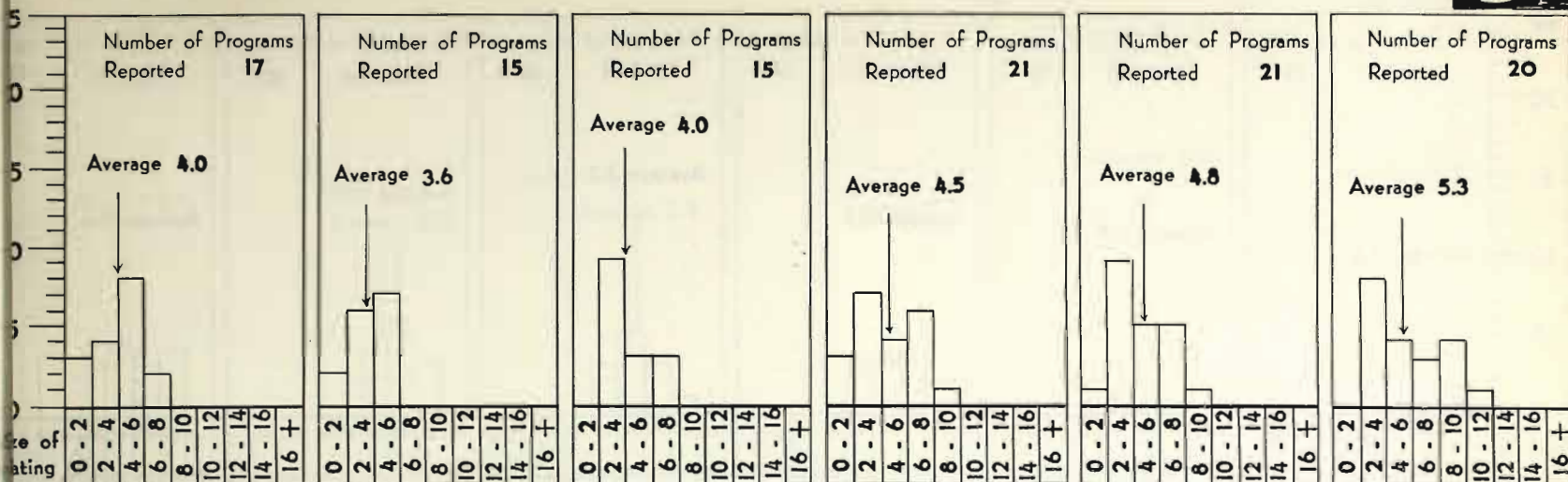
1946

JANUARY FEBRUARY MARCH APRIL MAY JUNE

1947

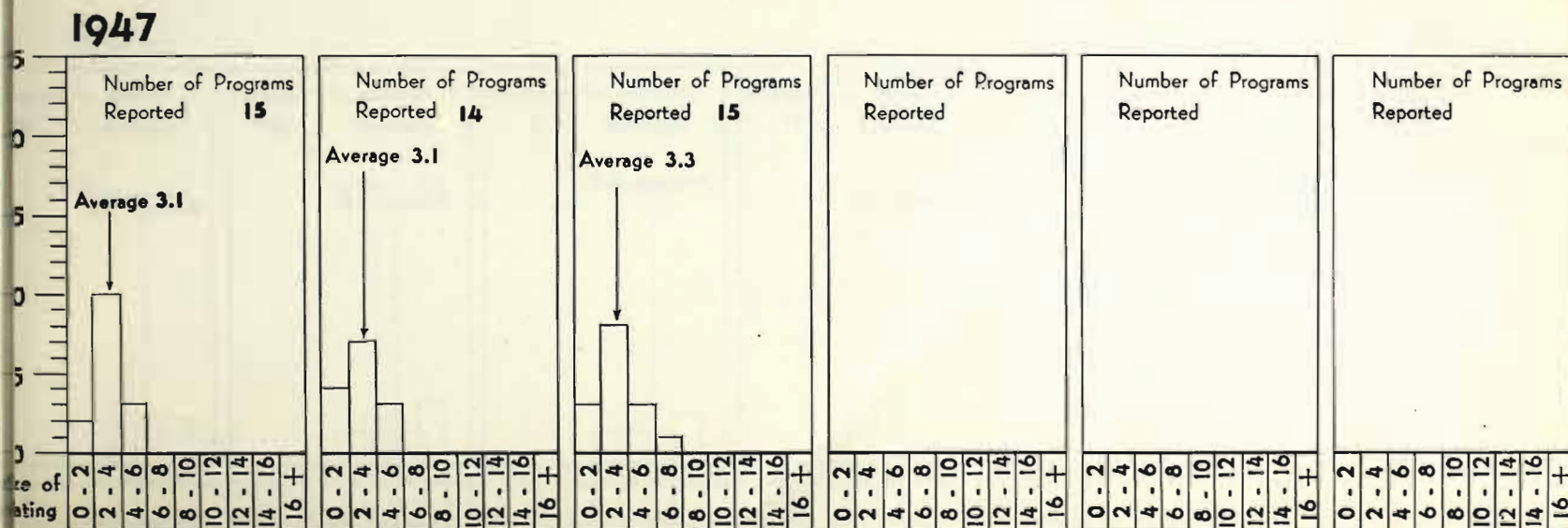


Source: 15th of Month Network Program Hooperatings



1946

JULY **AUGUST** **SEPTEMBER** **OCTOBER** **NOVEMBER** **DECEMBER**

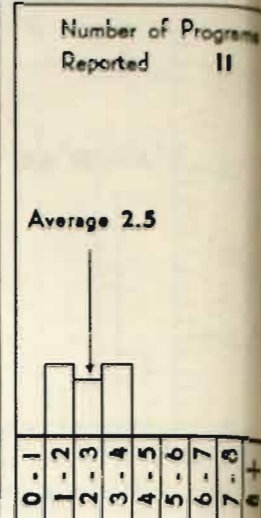
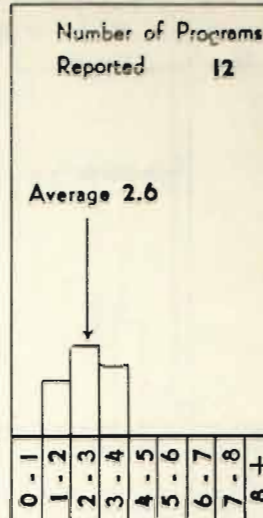
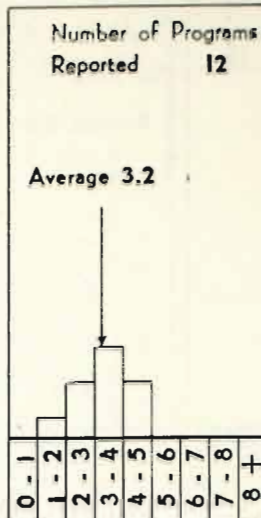
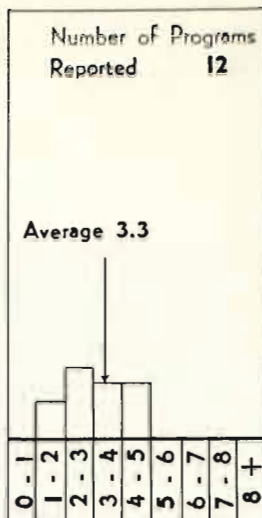
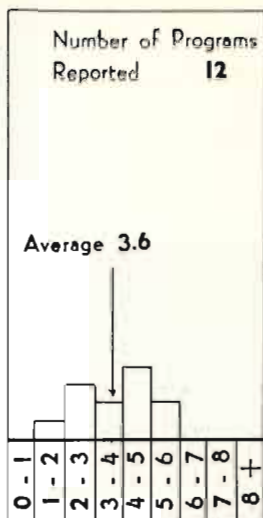
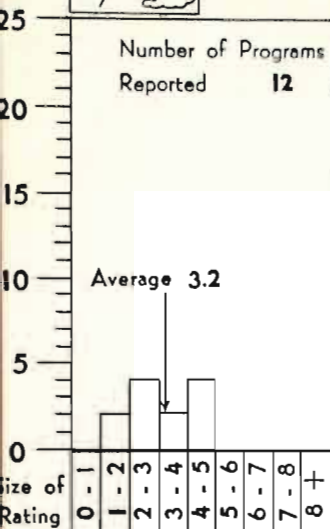


1947



M B S DAYTIME

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS



1946

JANUARY

FEBRUARY

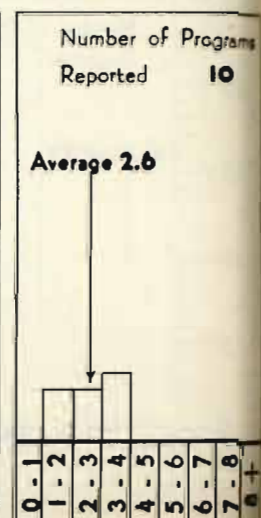
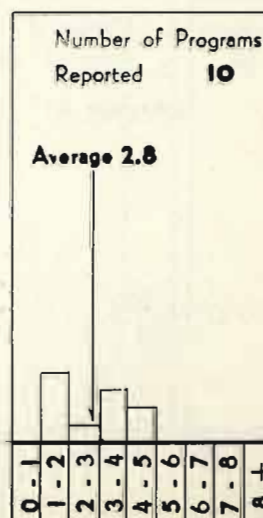
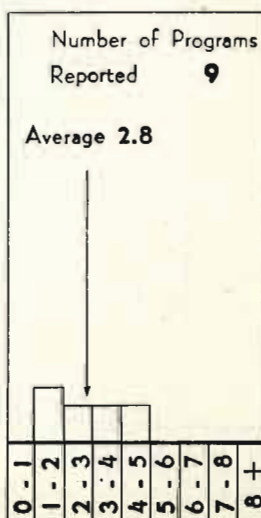
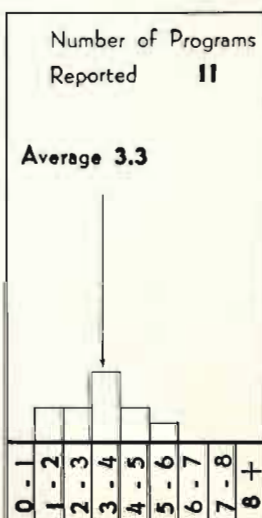
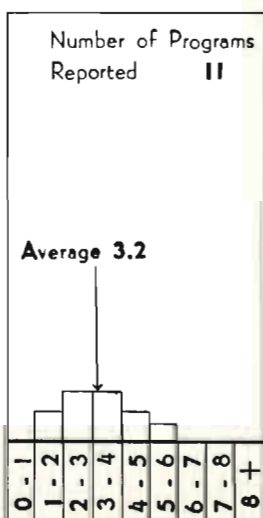
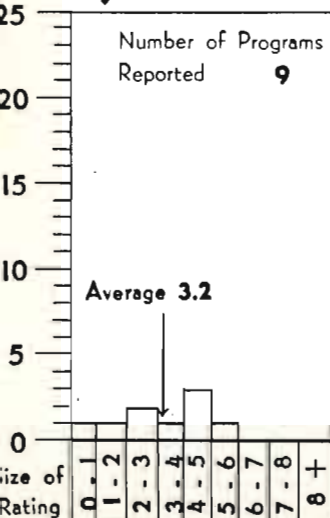
MARCH

APRIL

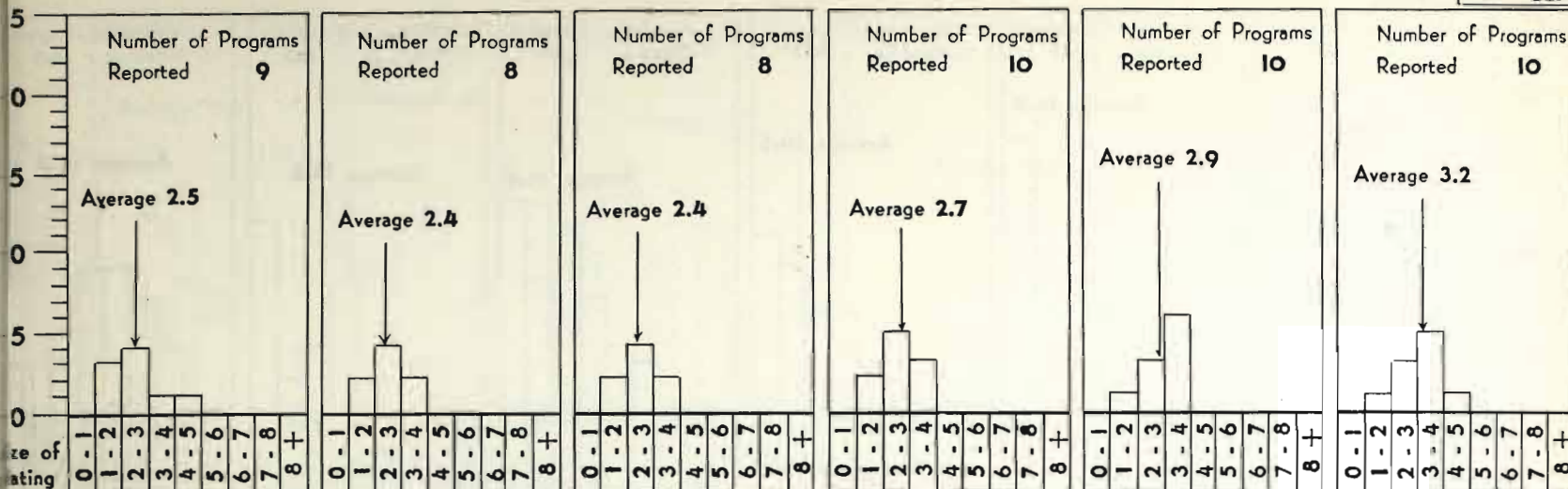
MAY

JUNE

1947

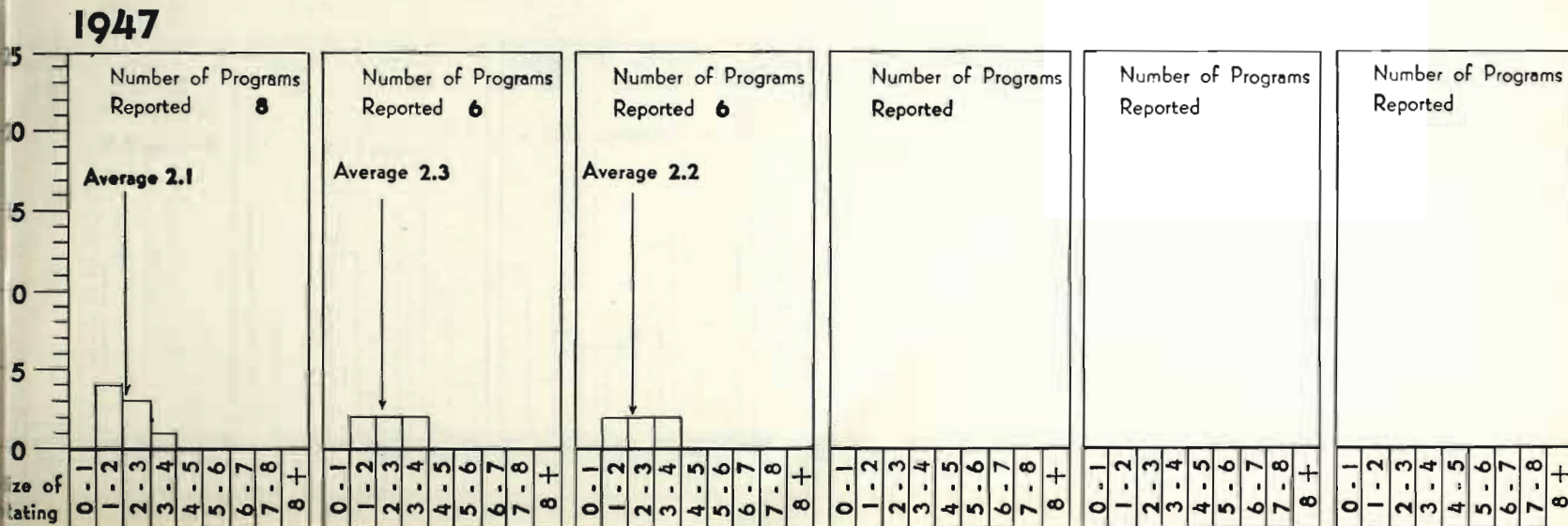


Source: 15 th of Month Network Program Hooperatings



1946

JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

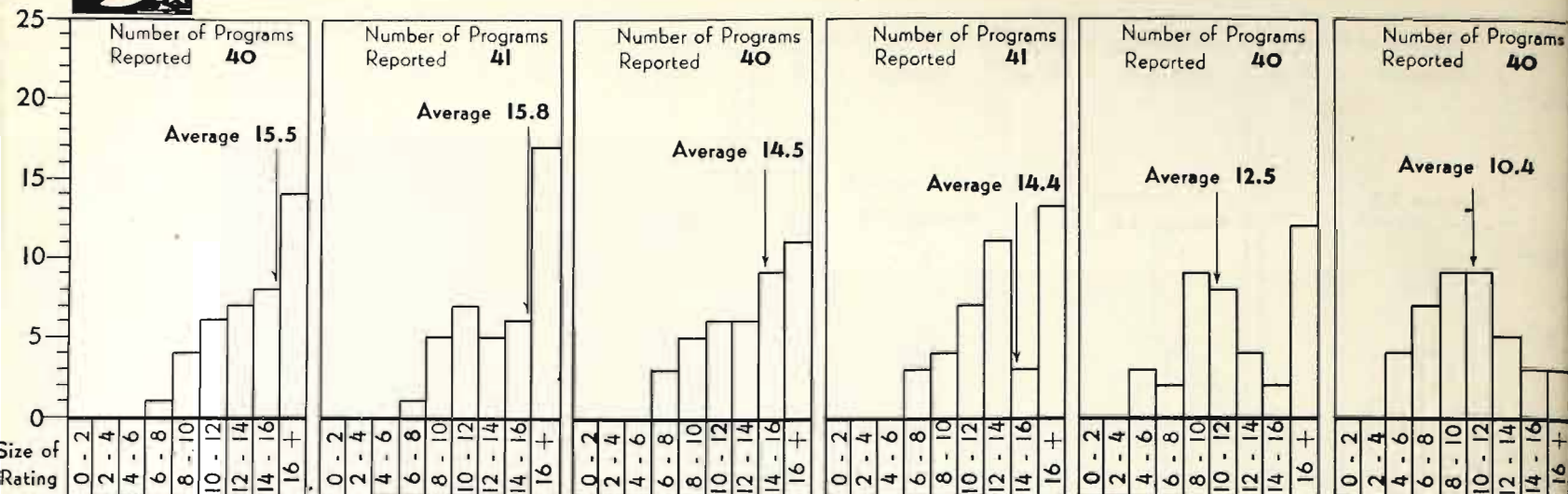


1947



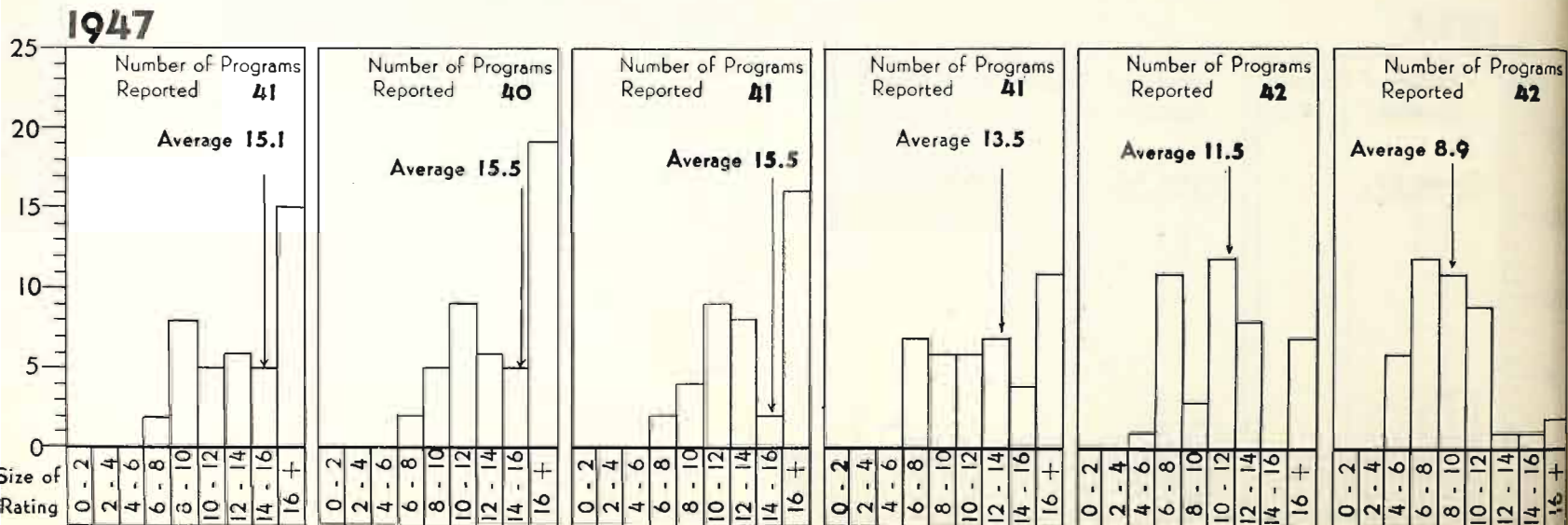
N B C EVENING

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS



1946

JANUARY FEBRUARY MARCH APRIL MAY JUNE



1947

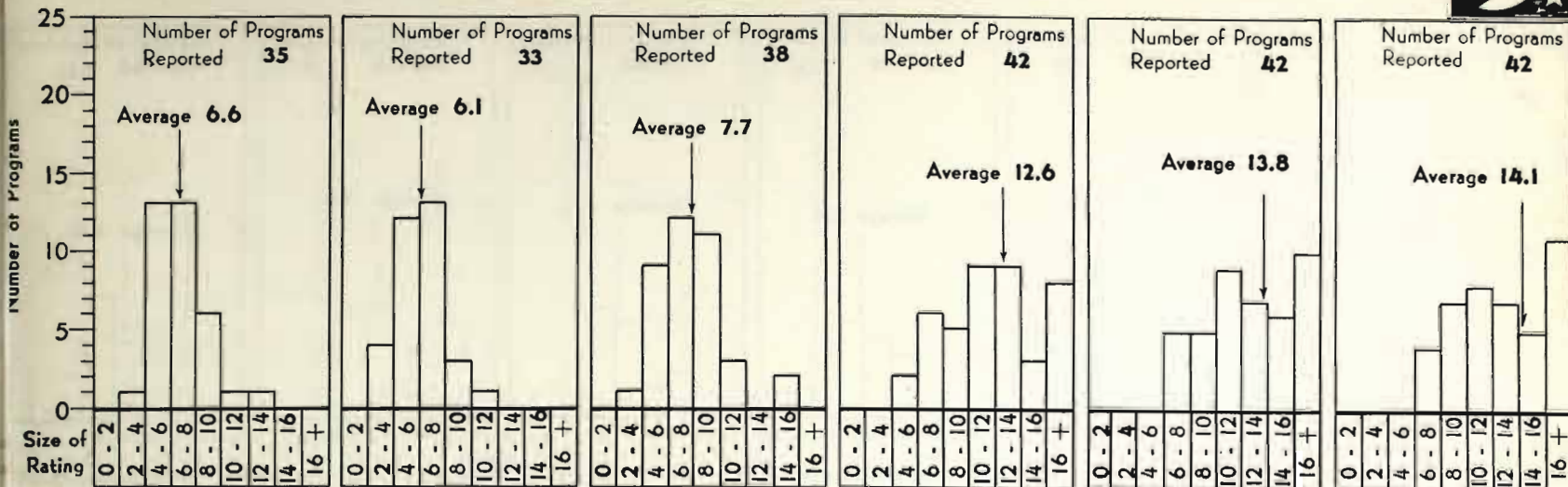
Number of Programs

Number of Programs

Number of Programs

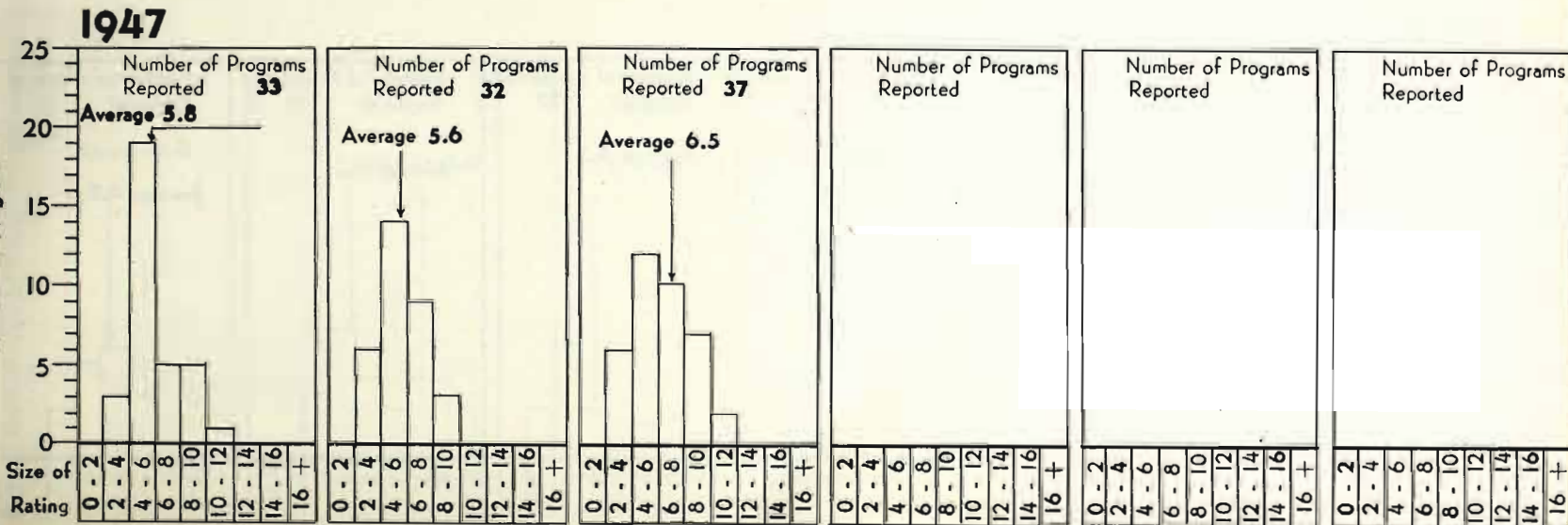
Source: 15th of Month Network Program Hooperatings

N B C
EVENING



1946

JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

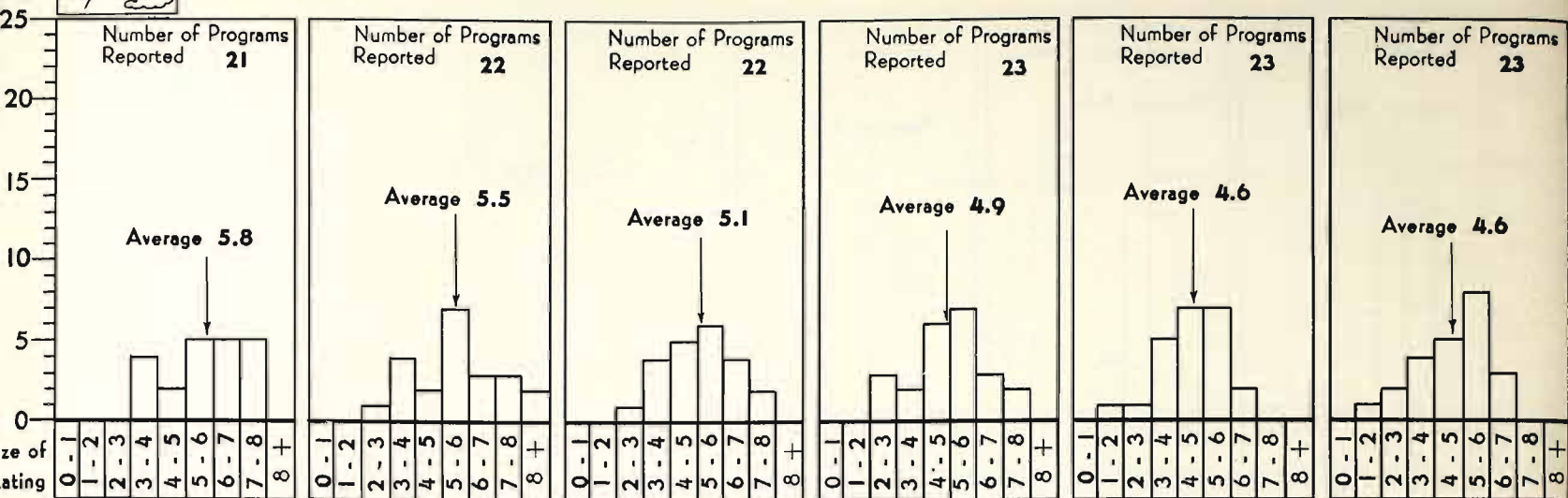


1947



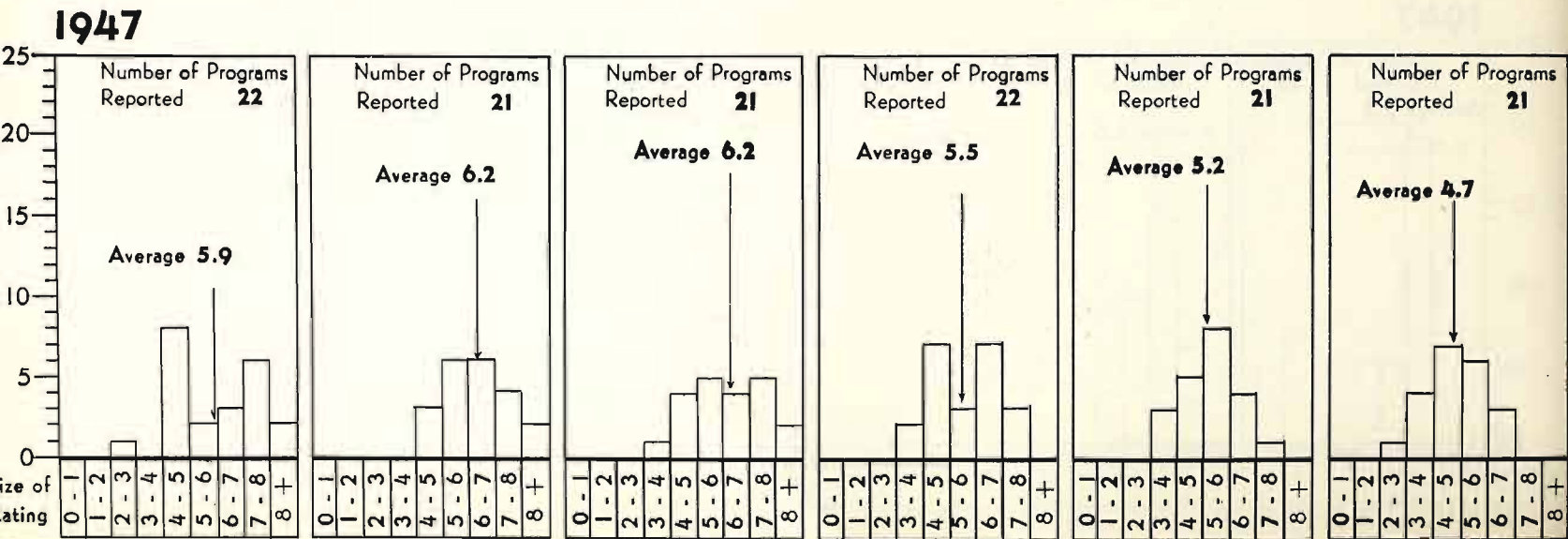
N B C DAYTIME

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS



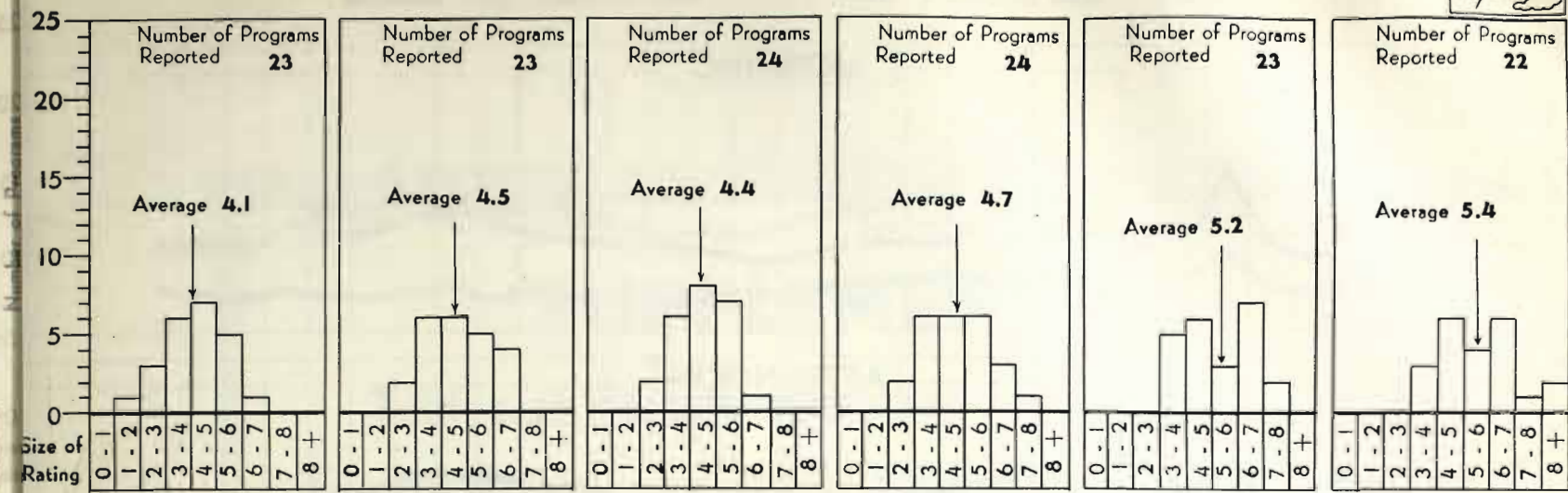
1946

JANUARY FEBRUARY MARCH APRIL MAY JUNE



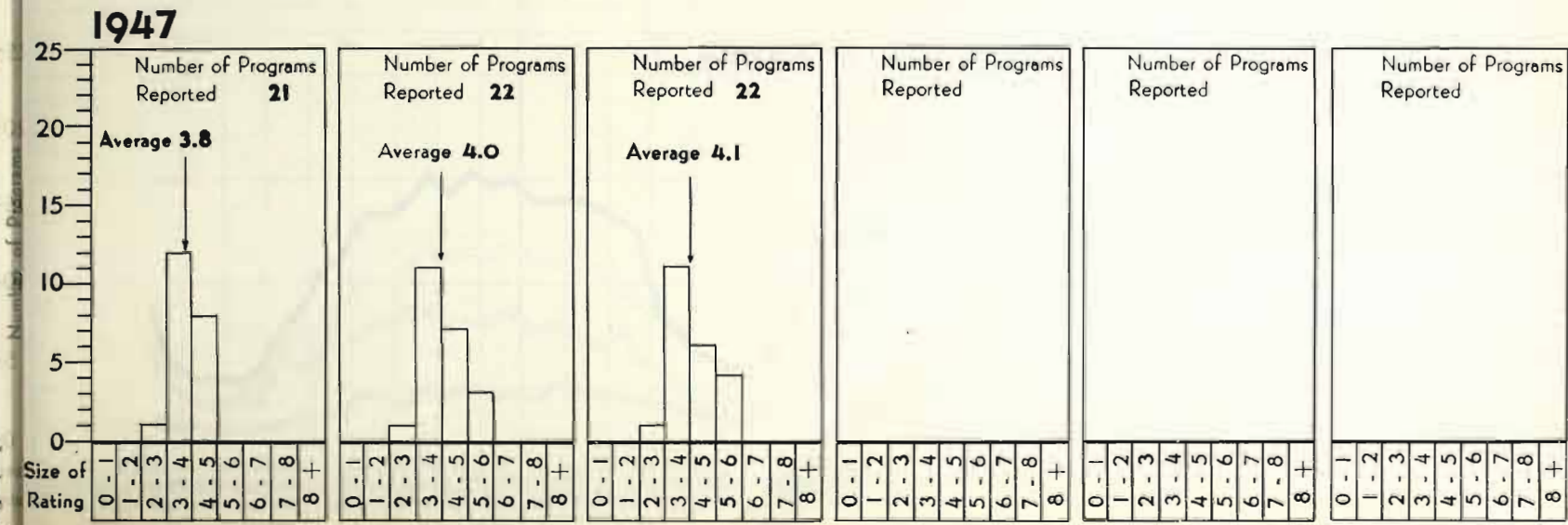
1947

Source: 15th of Month Network Program Hooperatings



1946

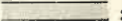
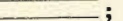
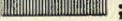

JULY **AUGUST** **SEPTEMBER** **OCTOBER** **NOVEMBER** **DECEMBER**



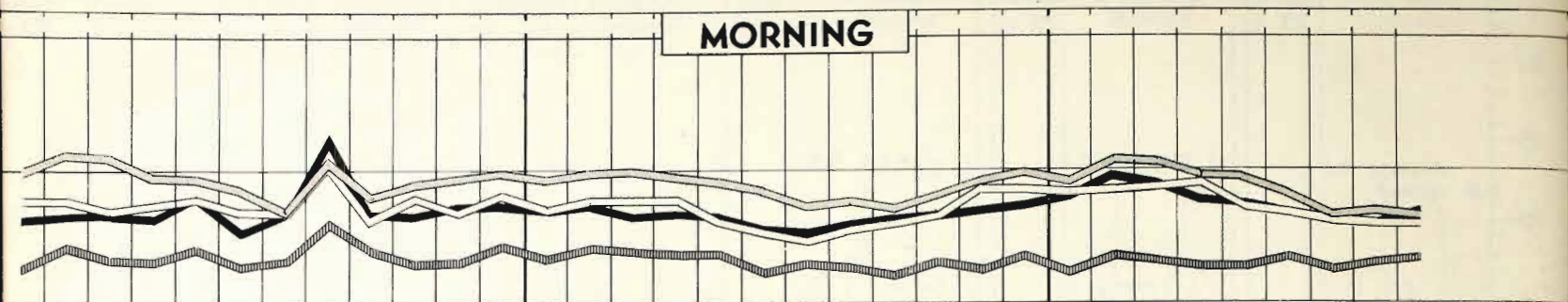
1947

AVERAGE NETWORK HOOPERATINGS

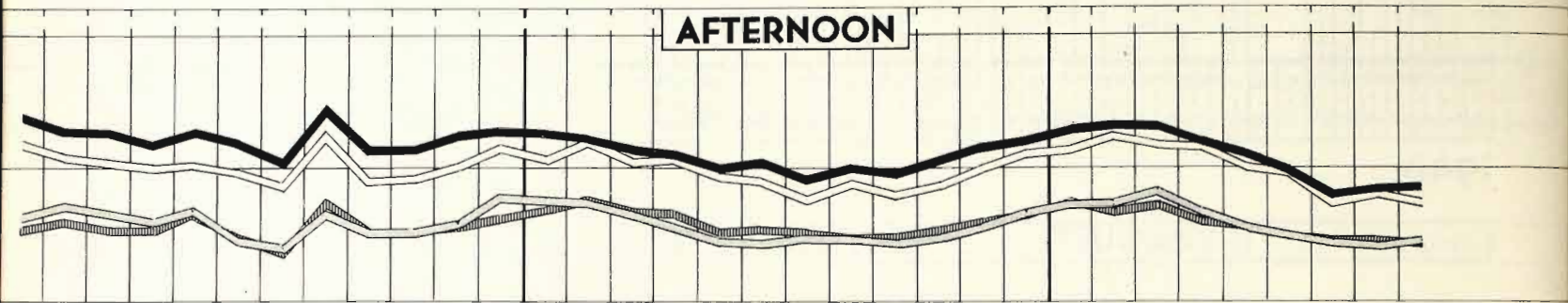
BASE: HOOPERATINGS ON SPONSORED NETWORK PROGRAMS

LEGEND: ABC ; CBS ; MBS ; NBC 

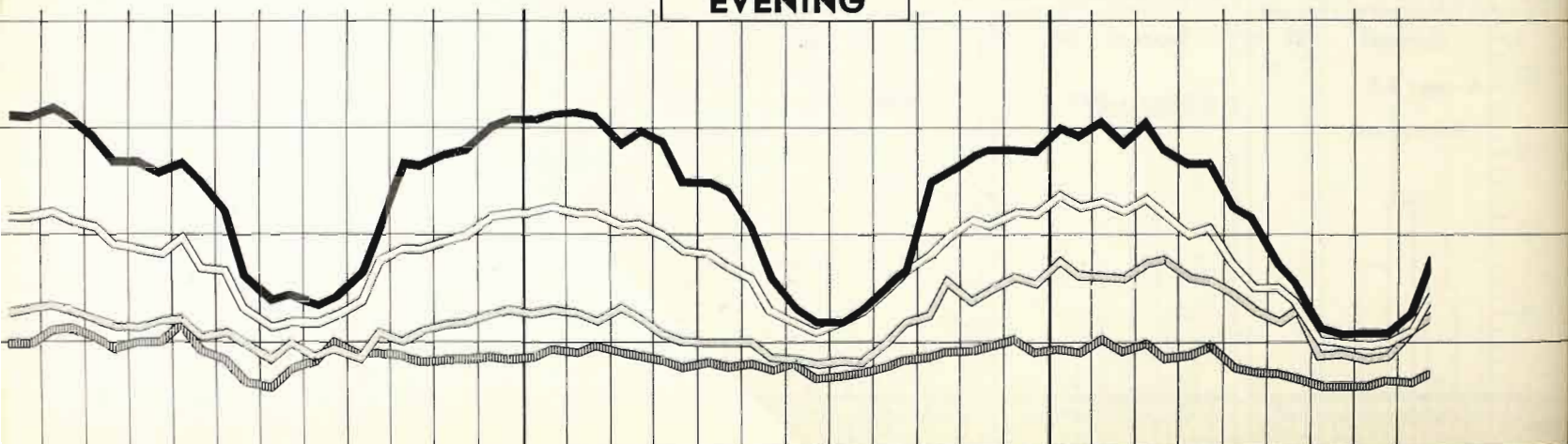
MORNING



AFTERNOON



EVENING



JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC 1945
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC 1946
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC 1947

SUPPLEMENT

**Tables of Percentages used for Charts.
Typical Programs in each Type Classification.**

BASIC AUDIENCE TRENDS

MAY, thru SEPTEMBER, 1947

EVENING

AVAILABLE HOMES INDEX

May 15	76.7
30	76.7
June 15	75.4
30	74.8
July 15	67.4
30	70.5
August 15	69.3
30	70.1
September 15	71.7
30	75.4

BROADCAST HOURS INDEX

May 15	69.50
30	70.25
June 15	67.50
30	62.00
July 15	49.75
30	54.25
August 15	51.75
30	52.75
September 15	61.25
30	61.25

SETS-IN-USE INDEX

May 15	26.5
30	24.5
June 15	23.0
30	22.1
July 15	17.3
30	18.0
August 15	17.2
30	18.1
September 15	19.1
30	22.9

MONTHLY RATING INDEX

May 15	8.7
30	7.9
June 15	7.2
30	6.7
July 15	4.9
30	4.8
August 15	4.8
30	4.9
September 15	5.6
30	7.2

DAYTIME

AVAILABLE HOMES INDEX

May 15	71.6
June 15	71.5
July 15	69.3
August 15	69.3
September 15	71.4

BROADCAST HOURS INDEX

May 15	84.00
June 15	86.00
July 15	86.50
August 15	87.25
September 15	89.25

SETS-IN-USE INDEX

May 15	16.9
June 15	15.7
July 15	14.4
August 15	14.3
September 15	14.8

MONTHLY RATING INDEX

May 15	4.3
June 15	4.0
July 15	3.3
August 15	3.5
September 15	3.4



TRENDS BY TYPES

MAY, thru SEPTEMBER, 1947

1. AVERAGE RATING 2. NUMBER OF BROADCAST HOURS
3. AVERAGE SHARE OF AUDIENCE

EVENING VARIETY				EVENING QUIZ				EVENING DRAMATIC				EVENING POPULAR MUSIC				EVENING NEWS & COMMENTATORS																		
			1			2			3				1			2			3															
May 15			11.6	14.50		36.9	May 15			9.5	4.00		29.6	May 15			8.7	28.75		28.5	May 15			8.7	6.25		29.3	May 15			5.8	9.00		20.3
30			10.3	15.00		34.2	30			8.3	4.00		27.1	30			8.1	28.75		28.1	30			8.2	6.25		29.7	30			5.4	9.00		20.5
June 15			8.3	13.50		29.6	June 15			8.1	3.50		29.5	June 15			7.7	27.00		28.6	June 15			7.6	7.25		28.6	June 15			5.2	9.00		20.6
30			7.3	11.00		27.2	30			7.7	27.5		29.6	30			7.2	26.50		28.3	30			7.0	7.00		27.2	30			5.0	9.00		21.3
July 15			4.3	6.00		21.1	July 15			6.5	3.00		34.2	July 15			5.2	22.75		26.3	July 15			5.2	8.00		27.2	July 15			4.4	9.00		22.8
30			4.0	6.00		19.3	30			7.2	2.50		31.3	30			5.3	19.75		26.1	30			5.3	7.00		26.1	30			3.8	9.00		18.8
August 15			4.5	6.50		22.5	August 15			6.6	2.50		29.7	August 15			5.4	20.25		28.1	August 15			5.1	8.00		26.6	August 15			3.5	9.00		19.0
30			4.6	6.50		21.8	30			7.0	2.50		29.7	30			5.6	20.75		27.3	30			4.8	8.50		25.5	30			3.4	9.00		17.0
September 15			5.8	9.00		24.9	September 15			7.2	3.00		30.3	September 15			6.3	26.50		28.4	September 15			5.6	8.25		24.6	September 15			4.2	9.00		20.2
30			8.0	9.00		28.3	30			8.8	3.50		30.9	30			7.8	26.50		29.5	30			7.2	7.75		27.8	30			5.0	9.00		19.6

EVENING CONCERT MUSIC				EVENING MISCELLANEOUS									
			1			2			3				
May 15			5.5	3.50		17.0	May 15			4.3	3.50		14.3
30			5.2	3.50		17.0	30			3.7	3.75		12.8
June 15			5.0	3.50		16.7	June 15			3.8	3.75		14.1
30			4.9	2.50		18.4	30			3.9	3.25		15.4
July 15			5.9	2.00		26.9	July 15			3.2	3.50		17.0
30			5.4	2.00		24.2	30			3.2	3.50		15.1
August 15			4.3	2.00		20.2	August 15			3.1	3.50		15.0
30			4.9	2.00		21.5	30			3.3	3.50		15.5
September 15			4.4	20.0		21.6	September 15			3.2	3.50		14.6
30			7.0	2.00		24.5	30			4.2	3.50		16.2

DAYTIME SERIAL DRAMA				DAYTIME MISCELLANEOUS									
			1			2			3				
May 15			4.6	52.50		26.6	May 15			3.9	31.50		23.6
June 15			4.3	51.75		27.0	June 15			3.5	34.25		22.2
July 15			3.8	46.00		25.9	July 15			2.7	40.50		18.6
August 15			4.1	45.75		27.9	August 15			2.8	41.50		19.7
September 15			3.9	47.25		25.8	September 15			2.9	42.00		19.5





PROGRAMS IN EACH TYPE CLASSIFICATION

The following programs are included in the type classification charted on Pages 11 to 21

EVENING PROGRAMS

VARIETY

Abbott and Costello
Alan Young Show
Arthur Godfrey Talent Scouts
Arthur's Place
Bandwagon
Best Things in Life
Bing Crosby
Bob Burns
Bob Hope
Borden Program
Borge-Goodman
Burns and Allen
Charlie McCarthy Show
Dinah Shore
Don Ameche
Duffy's Tavern
Durante-Moore Show
Fanny Brice Show
Fibber McGee and Molly
Fred Allen Show
Ford Show with Meredith Willson
Ginny Simms Show
Jack Benny Show
Jack Carson Show
Jack Carson with Eve Arden
Jack Haley with Eve Arden
Jack Paar Show
Jim Backus
Joan Davis Show
Judy Canova
Kate Smith Sings
Mel Blanc Show
Milton Berle

VARIETY (Cont'd)

Music Hall
Rhapsody in Rhythm
Songs by Sinatra
Summerfield Bandstand
Tex and Jinx
Tony Martin Show
Vaughn Monroe Show

QUIZ

1. Audience Participation

Break the Bank
Double or Nothing
People are Funny
Take It or Leave It
Truth or Consequences
Twenty Questions
Vox Pop

2. Non-Participation by Audience

It Pays to be Ignorant

DRAMATIC

1. Drama

Adventures of Ozzie and Harriet
Aldrich Family
Amos 'n' Andy
Blondie
Cavalcade of America

1. Drama (Cont'd)

Corliss Archer
Curtain Time
Date with Judy
A Day in the Life of Dennis
Day
Dr. Christian
Exploring the Unknown
Grand Marquee
Greatest Story ever Told
Great Gildersleeve
Lawyer Tucker
Life of Riley
Mayor of the Town
My Friend Irma
Radio Theatre
Readers-Digest-Radio Edition
Real Stories from Real Life
Screen Guild Players
Silver Theatre
Theatre Guild on the Air
This is Hollywood
This is your F.B.I.
Those Websters
The Tales of Willie Piper

2. MYSTERY DRAMA

Adventures of Bulldog Drummond
Adventures of Ellery Queen
Adventures of the Falcon
Adventures of Philip Marlowe
Adventures of Sam Spade



PROGRAMS IN EACH TYPE CLASSIFICATION (Cont'd)

2. MYSTERY DRAMA (Cont'd)

Adventures of the Thin Man
 Big Story, The
 Big Town
 Crime Doctor
 Crime Photographer
 Call the Police
 Casebook of Gregory Hood
 Dashiell Hammett's Fat Man
 Famous Jury Trials
 F.B.I. in Peace and War
 Gangbusters
 Green Hornet
 I Deal in Crime
 Inner Sanctum
 Lone Ranger
 Mr. District Attorney
 Mr. Keen
 Mr. and Mrs. North
 Murder and Mr. Malone
 Mystery in the Air
 Mystery of the Week
 Mystery Theatre
 New Adventures of Sherlock
 Holmes
 Nick Carter-Master Detective
 Policewoman
 Rogue's Gallery
 Special Investigator
 Suspense
 Warden Lawes Crime Cases
 Whistler, The

POPULAR MUSIC

American Album of Familiar Music
 Alec Templeton
 Club 15
 Frances Langford and C. Dragon

POPULAR MUSIC (Cont'd)

Gordon Mac Rae
 Highways in Melody
 Jack Smith Show (2)
 Jean Sablon Show
 Manhattan Merry-Go-Round
 Saturday Night Serenade
 Supper Club
 The Pause that Refreshes
 Waltz Time
 Your Hit Parade
 Your Thursday Meeting with
 Dick Haymes
 Xavier Cugat

NEWS

Drew Pearson
 Eric Sevareid
 Fulton Lewis
 Gabriel Heatter (4)
 Inside of Sports
 Jimmy Fidler (2)
 Monday Morning Headlines
 Monitor Views the News
 New Louella Parsons Show
 News of the World
 Robert Trout with the News
 Till Now
 Three Views of the News
 Walter Winchell

CONCERT MUSIC

American Melody Hour
 Contented Program
 Sunday Evening Hour
 Telephone Hour
 Treasure Hour of Song

CONCERT MUSIC (Cont'd)

Voice of Firestone

MISCELLANEOUS

Boxing Bout
 Burl Ives
 Can You Top This?
 Doctors Talk It Over
 Eddy Duchin
 Fred Waring
 Gene Autry Show
 Henry J. Taylor
 Lum and Abner
 Labor Must be Free

DAYTIME PROGRAMS

SERIAL DRAMA

Aunt Jenny
 Backstage Wife
 Big Sister
 Captain Midnight
 David Haran
 Front Page Farrell
 Guiding Light
 Holly Sloan
 Hop Harrigan
 Jack Armstrong
 Joyce Jordan, M.D.
 Just Plain Bill
 Life Can Be Beautiful
 Light of the World
 Lone Journey
 Lora Lawton
 Lorenzo Jones
 Ma Perkins (CBS & NBC)
 Masquerade



PROGRAMS IN EACH TYPE CLASSIFICATION (Cont'd)

SERIAL DRAMA (Cont'd)

My True Story
Our Gal, Sunday
Pepper Young's Family
Ferry Mason
Portia Faces Life
Pursuit of Happiness
Right to Happiness
Road of Life (CBS & NBC)
Romance of Helen Trent
Rose of My Dreams
Rosemary
Second Mrs. Burton
Sky King
Stella Dallas
Strange Romance of Evelyn
Winters
Superman
Terry and the Pirates
Today's Children
Tom Mix
Wendy Warren
When a Girl Marries
Woman in White
Young Dr. Malone
Young Widder Brown

DAYTIME MISCELLANEOUS

Arthur Godfrey
Breakfast Club (4)
Breakfast in Hollywood (2)
Bride and Groom
Checkerboard Jamboree (2)
Edwin C. Hill
Fred Waring
Galen Drake
Grand Slam

DAYTIME MISCELLANEOUS (Cont'd)

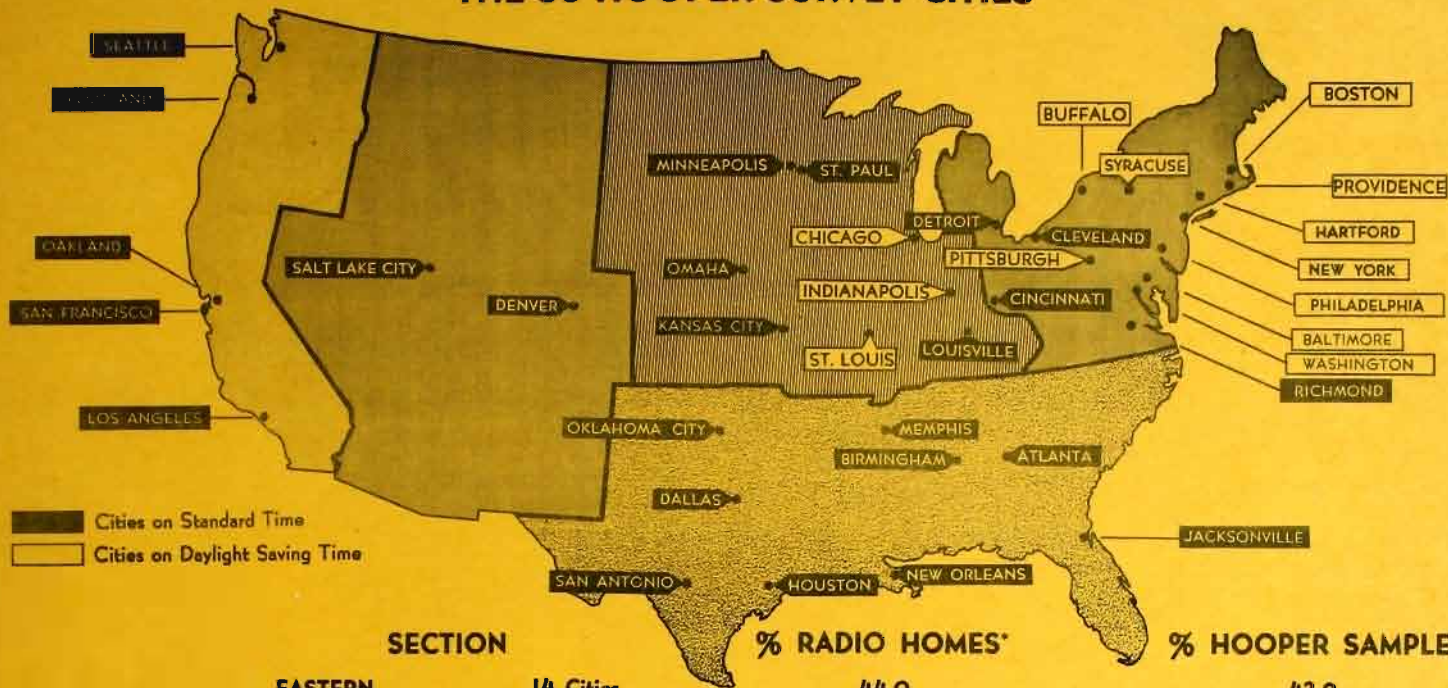
Heart's Desire
Hymns of All Churches
Jack Berch
Kate Smith Speaks
Kenny Baker Show
Ladies Be Seated (2)
Paul Whiteman (4)
Queen for a Day (2)
Ted Malone
The Listening Post
Victor H. Lindlahr
Welcome Travelers

NOTE: Programs broadcast after 10:30 P.M., N.Y.T. "Limited Network" programs, "Moving Average" programs and Sunday and Saturday Daytime programs (as designated in "Program Hooperatings") are not included in any of the charted types.

NETWORK PROGRAM



THE 36 HOOPER SURVEY CITIES



SECTION		% RADIO HOMES*	% HOOPER SAMPLE
EASTERN	14 Cities	44.0	42.9
NORTH CENTRAL	7 Cities	23.4	22.4
SOUTHERN	9 Cities	18.5	18.4
MOUNTAIN	2 Cities	3.2	4.1
PACIFIC	4 Cities	10.9	12.2

ALL THE ABOVE REGULAR HOOPER INTERVIEWING CITIES MEET THE FOLLOWING REQUIREMENTS:

1. Local service by all four networks - ABC, CBS, MBS & NBC.
2. Adequate signal supplied by each local network station within the interviewing area.
3. Sufficiently large list of telephone subscribers.

* Based on RADIO FAMILIES - U.S.A. 1946, Broadcast Measurement Bureau.



**RADIO
AUDIENCE
MEASUREMENTS**
CONTINUOUSLY BY
COINCIDENTAL
METHOD
SINCE
1934

