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C. E. HOOPER, INC.

BROADCAST AUDIENCE MEASUREMENTS
NEW YORK

Chicago

Norwalk

Hollywood

HE 8697
A B A I C 6
1948
SUMMER

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GOVERNING USE OF
COMPREHENSIVE HOOPERATINGS**

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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 and Television Reporters. Measurements, constantly in operation, are taken to test the validity of each interviewer's work. Safeguards to the accuracy of the listeners' responses are also introduced in the interviewing. The contents of this Report are believed by C. E. Hooper, Inc. to be reliable within the limits of statistical variations inherent in all sampling operations. However, since the contents are based on acceptance of listeners' responses as made, they cannot properly be guaranteed by C. E. Hooper, Inc.



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GENERAL INTRODUCTION

The Report

COMPREHENSIVE HOOPERATINGS is published three times annually:

| | |
|----------|------|
| April | 20th |
| June | 20th |
| November | 20th |

Method and Scope

The random telephone coincidental method of interviewing is used exclusively in making the measurements reported here. This method has been used continuously by C. E. Hooper, Inc. since 1934. Every figure appearing in this Report is a percentage, using 100% of the total sample called during the period reported on (example- "Sets-In-Use" and "Ratings").

All percentages contained in this Report are based on data secured by telephone interviews under precise rules and regulations set forth in "HOOPER RADIO AND TELEVISION REPORTERS' FIELD MANUAL". The use of those standard instructions achieves uniformity and comparability in the field work during all time periods, between all stations, programs, networks, cities, etc. These rules apply to the detailed procedure to be followed by the interviewer in asking the following coincidental questions and recording the answers to:

1. "Were you 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".

Measurements are based on telephone homes in 38 cities geographically well distributed over the nation. (See map on third cover)



"SECTIONAL HOOPERATINGS" REPORT

It is the function of this Report to establish a continuing record of the comparative popularity of network radio programs measured under conditions of uniform opportunity to listen to local transmission of broadcast by:

American Broadcasting Company.....(ABC)
Columbia Broadcasting System.....(CBS)
Mutual Broadcasting System.....(MBS)
National Broadcasting Company.....(NBC)

SECTIONAL HOOPERATINGS is a summary report designed to supply network ratings by "36 city" averages compared with "Sectional" Ratings for "East", "North Central", "South", "Mountain" and "Pacific". Daytime and early evening audiences are reported by fifteen-minute time period units Monday through Friday combined. Individual evening, Sunday afternoon and Saturday daytime audiences are reported by half-hour time period units.

In addition to the time period ratings, separate geographic Area ratings are reported for each nationally sponsored program broadcast during the five months comprehended by this Report, (or in case of programs not broadcast during the full five months, for the three or four most recent months comprehended by the Report). These Sectional ratings for individual programs are based on only those Hooper cities locally transmitting the programs and take into account rebroadcasts and/or transcriptions during Hooper interviewing hours, cancellations of a broadcast because of special event, etc.

Composition of the radio audience is also reported in terms of separate geographic areas, by one hour individual evenings, Saturday and Sunday daytime periods and Monday thru Friday daytime periods.

All measurements are based on findings secured by calling telephone homes in 36 large cities of uniform four network service in five geographic areas of the country. *Exceptions:* 8:00 A.M. to 11:00 A.M., Eastern Network Time, Monday through Saturday. (See Page C).



SAMPLE

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

| | |
|--|---------------------|
| 15 minute, five times weekly, Monday thru Friday daytime period | 18,375 homes called |
| 30 minute, once weekly evening period | 14,700 homes called |
| 30 minute, once weekly Sunday afternoon period | 14,700 homes called |
| 30 minute, once weekly Saturday daytime period | 7,350 homes called |
| Grand total of homes called for the Publication of this Report | 2,076,015 |

INTERVIEWING SCHEDULE

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

MONDAY THROUGH SATURDAY

| | |
|--|--|
| Eastern Time Zone (Daylight & Standard Cities) | 8:00 A.M. - 11:00 P.M., 1 - 7 of each month 6:00 P.M. - 11:00 P.M., 15 - 21 of each month |
| Central Time Zone (Daylight & Standard Cities) | 8:00 A.M. - 10:00 P.M., 1 - 7 of each month 5:00 P.M. - 10:00 P.M., 15 - 21 of each month |
| Mountain Time Zone (Standard Time) | 8:00 A.M. - 10:00 P.M., 1 - 7 of each month 4:00 P.M. - 10:00 P.M., 15 - 21 of each month |
| Pacific Time Zone (Daylight Time) | 8:00 A.M. - 10:15 P.M., 1 - 7 of each month 3:00 P.M. - 10:15 P.M., 15 - 21 of each month |

SUNDAY AFTERNOON

| | |
|--|------------------------------|
| Eastern Time Zone (Daylight & Standard Cities) | 12:00 Noon - 11:00 P.M. |
| Central Time Zone (Daylight & Standard Cities) | 11:00 A.M. - 10:00 P.M. |
| Mountain Time Zone | 10:00 A.M. - 10:00 P.M., MST |
| Pacific Time Zone | 9:00 A.M. - 10:15 P.M., PDT |



NOTE: No interviewing is conducted prior to 8:00 A.M. local time. Evening interviewing periods included in this Report stop not later than 11:00 P.M. local time. See Page E, therefore, for exceptions in the 36 city base by specific time periods.

DESCRIPTION OF REPORTED PERCENTAGES

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. Eastern Network Time, Sunday, in the Eastern, North Central, Southern and Mountain area, combined with the 11:00 P.M. -11:30 P.M., Eastern Network Time (8:00 P.M.-8:30 P.M., Pacific Time) Sunday period in the Pacific area:

| SUNDAY | | AREA | REPORTED "SECTIONAL" SETS-IN-USE | % OF HOOPER SAMPLE | |
|---------|-----------------------------|---------------|--|-----------------------|------|
| 6:00 - | 6:30 P.M., East. Net. Time | Eastern | 23.5 | X 42.9 | 10.1 |
| 6:00 - | 6:30 P.M., East. Net. Time | North Central | 21.8 | X 22.4 | 4.9 |
| 6:00 - | 6:30 P.M., East. Net. Time | Southern | 21.6 | X 18.4 | 4.0 |
| 6:00 - | 6:30 P.M., East. Net. Time | Mountain | 18.9 | X 4.1 | 0.6 |
| 11:00 - | 11:30 P.M., East. Net. Time | Pacific | 30.7 | X 12.2 | 3.7 |

Approximate "36 City Average" SETS-IN-USE 23.5

The same procedure may be used to determine an approximate "36 City Average" Hooperating for any one of the networks.

EXPLANATION OF SYMBOLS USED ON REPORT PAGES

† No interviewing is reported in any area prior to 8:00 A.M. or after 11:00 P.M. local time. Sunday daytime interviewing begins at 12:00 Noon, Eastern Network Time. The 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

- 8:00 A.M. - 9:00 A.M., East. Net. Time - Based on Eastern Area Interviewing only.
- 9:00 A.M. - 10:00 A.M., East. Net. Time - Based on Eastern, North Central and Southern Area interviewing only.
- 10:00 A.M. - 11:00 A.M., East. Net. Time - Based on Eastern, North Central, Southern and Mountain Area interviewing only.

SUNDAY thru SATURDAYS

- 10:30 P.M. - 11:00 P.M., East. Net. Time - Based on complete 36 Hooper checking points, excluding Eastern Area interviewing May 15-21.

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



ADVERTISING AGENCIES

PLACING PROGRAMS DURING THE PERIOD COMPREHENDED BY THIS REPORT

(May thru September, 1948)

Source: Network Radio Logs)

AUBREY, MOORE & WALLACE, INC.
True Detective Mysteries

AYER, N.W. & SON, INC.
Carle Comes Calling (Last b'dcast July 4)
Electric Hour (Last b'dcast May 2)
Fred Waring (U.S. Army) (Last b'dcast June 2)
Here's To You (Last b'dcast July 18)
Jimmy Durante Show (Last b'dcast June 16)
Rexall Summer Theatre (May - July)
Telephone Hour

BATES, TED, INC.
A Day in the Life of Dennis Day
Can You Top This?
Grand Slam
Kay Kyser (Last b'dcast June 19)

BATTEN, BARTON, DURSTINE & OSBORN, INC.
Adventures of Sam Spade
Adventures with Christopher Wells
(Last b'dcast June 15)
Cavalade of America
Fred Waring Show (General Electric)
Hit the Jackpot
Inner Sanctum
Jack Benny (Last b'dcast June 20)
Let's Pretend
Let's Talk Hollywood
Rexall Summer Theatre (Aug. & Sept.)
Tales of Willie Piper (Last b'dcast May 20)
Theatre Guild on the Air
Theatre of Today
The Listening Post

BATTEN, BARTON, DURSTINE & OSBORN, INC. (Cont'd)
What's My Name?
Your Hit Parade

BENTON & BOWLES, INC.
Family Hour
Gangbusters (P. & G.)
George Burns and Gracie Allen
(Last b'dcast June 3)
House of Mystery
Jack Berah
Juvenile Jury (Last b'dcast June 20)
Life of Riley
New Faces of 1948
Perry Mason
Portia Faces Life (Post's Bran Flakes)
Red Skelton Show
Rosemary
Welcome Travelers (Ivory Snow)
Wendy Warren and the News
When A Girl Marries (Diamond Crystal Salt)

BIOW COMPANY, INC., THE
Call for Music (Last b'dcast June 15)
Everybody Wins
F.B.I. In Peace and War
Mel Torme Show
Philip Morris Night with Horace Heidt
Stop the Music (Eversharp)
Take It or Leave It

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

BROWN & BOWERS, INC.
Checkerboard Jamboree (July - Sept.)

BUCHANAN & CO.
Teentimers Club

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

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

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

COMPTON ADVERTISING, INC.
Big Sister
Breakfast in Hollywood (P. & G.)
(Last b'dcast Aug. 1-7)
Guiding Light
Lowell Thomas
Paul Whiteman Record Club (Kestle)
(Last b'dcast June 1-7)
Right to Happiness
Road of Life
Truth or Consequences
Welcome Travelers (Crisco)
Young Dr. Malone



ADVERTISING AGENCIES (Cont'd)

- COOPERATIVE**
 Abbott and Costello (Last b'dcast July 21)
 America's Town Meeting of the Air
 Baukhage Talking
 Cedric Poster
 Ethel and Albert
 Fulton Lewis
 Gangbusters
 Information Please (Last b'dcast June 18)
 Joan Davis Show (Last b'dcast July 3)
 John Nesbitt's Passing Parade
 Kate Smith Speaks
 Shadow, The (Last b'dcast May 16)
 Superman
- DANCER-FITZGERALD-SAMPLE, INC.**
 American Album of Familiar Music
 American Melody Hour (Last b'dcast July 7)
 Backstage Wife
 Betty Crocker Magazine of the Air
 Beulah
 Bride and Groom
 Front Page Farrell
 Green Hornet (Last b'dcast Aug. 17)
 Jack Smith Show
 Joyce Jordan, M.D.
 Just Plain Bill
 Life Can Be Beautiful
 Light of the World
 Lone Ranger
 Lorenzo Jones
 Manhattan Merry-Go-Round
 Ma Perkins (CBS)
 Ma Perkins (NBC)
 Mr. Chameleon
 Mr. Keen, Tracer of Lost Persons
 Mystery Theatre (July-Sept.)
 Our Gal, Sunday
 Romance of Helen Trent
 Stella Dallas
 Waltz Time (Last b'dcast July 16)
 Young Widder Brown
- D'ARCY ADVERTISING CO., INC.**
 Pause That Refreshes on the Air
 Spotlight Revue
- DOHERTY, CLIFFORD and SHENFIELD, INC.**
 Break the Bank
 Mr. District Attorney
- DURSTINE, ROY S., INC.**
 Gabriel Heatter (Serutan)
 John B. Kennedy (Last b'dcast Sept. 3 for Serutan)
 Speak Up America (Last b'dcast June 20)
 Victor H. Lindlahr
- ELLINGTON & CO.**
 Band of America
 Highways in Melody (Last b'dcast May 21)
- ERWIN, WASEY & CO.**
 Billy Rose Pitching Horseshoes (Barbasol)
 (Last b'dcast July 6)
 Billy Rose Pitching Horseshoes (Semler)
 Contented Program
- ESTY, WILLIAM & CO., INC.**
 Blondie
 Bob Hawk Show
 Camel Caravan
 Grand Ole Opry
 Paul Whiteman Record Club (R.J.Reynolds)
 (Last b'dcast June 1-7)
 Screen Guild Players (Last b'dcast June 21)
 Vaughn Monroe Show (Last b'dcast July 3)
- FOOTE, CONE & BELDING**
 Bob Hope Show (Last b'dcast June 1)
 Breakfast Club (Toni)(Last b'dcast July 1-7)
 Crime Photographer
 Give and Take
 Hallmark Playhouse
 Hint Hunt
 Ladies Be Seated (Toni Co.)
 Man Called "X"
 Meet Corliss Archer (Last b'dcast Sept. 7)
 My Friend Irma
 Portia Faces Life (Instant Postum)
 Reader's Digest-Radio Edition (Last b'dcast
 June 3)
 This is Nora Drake (CBS)
 This is Nora Drake (NBC)
- GAHAGAN, TURNBULL & CO., INC.**
 Samuel B. Pettengill
- GARDNER ADVERTISING CO.**
 Checkerboard Jamboree (May & June)
 Mary Lee Taylor
 Mel Allen
 Pet Milk Show (Sept. 18)
 Saturday Night Serenade
 (May-Sept. 4)
 Tom Mix
- GEYER, NEWELL & GANGER, INC.**
 Edwin C. Hill-The Human Side of the News
- GITTENS, BERT S., ADVERTISING AGENCY**
 National Farm and Home Hour
- GOTHAM ADVERTISING CO., INC.**
 Lutheran Hour
- GRANT ADVERTISING INC.**
 Curtain Time
 Dr. I. O.
 Dr. I. O., Jr. (Last b'dcast Aug. 7)
 Nioh Carter, Master Detective
- GUMBINNER, LAWRENCE C., ADV. AGENCY, INC.**
 Dashiell Hammett's "Fat Man"
- HARTMAN, GEORGE H., CO.**
 Superman (E. J. Brach)
- HENRI, HURST & McDONALD, INC.**
 Lassie
- HIRSHON-GARFIELD, INC.**
 The Better Half
- HOGG, HUBER & SONS**
 John B. Kennedy (Doubleday)
- HONIG-COOPER COMPANY**
 Amazing Mr. Malone (Last b'dcast May 15)



ADVERTISING AGENCIES (Cont'd)

HUMPHREY, H. B., COMPANY
Erwin D. Canham - News

HUTCHINS ADVERTISING AGENCY, INC.
Bing Crosby Show (Last b'dcast June 2)
Breakfast Club (Philco)

IVEY, NEAL D., COMPANY
Inside of Sports

JONES, DUANE, CO., INC.
David Harum
Katie's Daughter (Last b'dcast June 1-7)
Lora Lawton
Rose of My Dreams (Last b'dcast May 1-7)
Strange Romance of Evelyn Winters
We Love and Learn

KATZ, THE JOSEPH, COMPANY
Professor Quiz (Last b'dcast July 17)

KENYON & ECKHARDT, INC.
Breakfast in Hollywood (Kell.) (Last b'dcast July 1-7)
County Fair
Ford Theatre (Last b'dcast June 20)
Galen Drake (Last b'dcast July 1-7)
Paul Whiteman Record Club (Wesson)
(Last b'dcast June 1-7)
Your Song and Mine

KUDNER AGENCY, INC.
Greatest Story Ever Told
Henry J. Taylor
Take A Number
Texaco Star Theatre
The Hope of Peace

LAMBERT & FEASLEY, INC.
Abe Burrows (Last b'dcast June 19)

LA ROCHE, C. J. & CO., INC.
Ladies Be Seated (Quaker)

LENNEN & MITCHELL, INC.
Old Gold Show (Last b'dcast July 16)
Stop the Music (P. Lorillard-8:00 P.M.)
Stop the Music (P. Lorillard-8:45 P.M.)

LE VALLY, INC.
Whistler, The

MAC MANUS, JOHN & ADAMS, INC.
Garden Gate (Last b'dcast May 1)

MATHES, J. M., INCORPORATED
Strike It Rich
Vox Pop (Last b'dcast May 19)

MAXON, INCORPORATED
Boxing Bouts
Stop the Music (Swrl.) (Last b'dcast Sept. 5)

McCANN-ERICKSON, INC.
Arthur Godfrey (National Biscuit)
Breakfast Club (Swift-9:30 A.M. - Thurs.)
Dr. Christian
Grand Central Station
Harvest of Stars
Land of the Lost (Last b'dcast July 3)
Paul Whiteman Record Club (National Biscuit)
(Last b'dcast June 1-7)
Point Sublime (Last b'dcast May 17)
Sheriff, The
Ted Malone

McKee & ALBRIGHT, INC.
Jack Carson with Eve Arden in Sealtest Village
Store (Last b'dcast July 1)
Ray Noble with Ilene Woods in Sealtest Village
Store (Last b'dcast Sept. 2)
Sealtest Variety Show

MEYERHOFF, ARTHUR, & CO.
Leave It to Girls

MUENCH, C. WENDEL & CO.
True or False (May & June)

NEEDHAM, LOUIS & BRORBY, INC.
Dizzy Dean
Fibber McGee and Molly (Last b'dcast June 1)
Fred Waring Show (S. C. Johnson)
Great Gildersleeve
Junior Miss
Sky King

NEWELL-EMMETT CO.
Arthur Godfrey (Liggett & Myers)
Supper Club
Suspense

OLEAN ADVERTISING CO.
Whiz Quiz

ORR, ROBERT W. & ASSOCIATES, INC.
Jergens Summer Journal (Last b'dcast Aug. 15)
New Louella Parsons Show
Walter Winchell

PEDLAR & RYAN, INC.
Big Town (Last b'dcast June 15)
Pepper Young's Family

PRESBA, FELLERS & PRESBA, INC.
World Front (Last b'dcast May 16)

RAMSEY, THE L. W. COMPANY
Bandwagon (Last b'dcast May 16)

REEVES, KNOX, ADVERTISING, INC.
Betty Crocker (Last b'dcast May 1-7)
Famous Jury Trials (Last b'dcast Aug. 21)
Jack Armstrong
Story of Holly Sloan (Last b'dcast May 1-7)
Today's Children
Woman in White (Last b'dcast May 1-7)

ROCHE, WILLIAMS & CLEARY, INC.
Carmen Cavallero Orchestra
Date with Judy (Last b'dcast June 15)
Henry Morgan (Last b'dcast June 17)
Revere All-Star Revue
Three Star Extra

RUTHRAUFF & RYAN, INC.
Adventures of Charlie Chan (Last b'dcast June 21)
Amos 'n' Andy (Last b'dcast May 18)
Aunt Jenny
Behind the Front Page
Call the Police
Dick Haymes' Show (Last b'dcast July 1)
Gene Autry Show
Jim Backus Show (Last b'dcast May 16)



ADVERTISING AGENCIES (Cont'd)

RUTHRAUFF & RYAN, INC. (Cont'd)

Official Detective (Last b'dcast July 6)
Shadow, The (Del. Lack. & West. Coal)
Those Websters (May & June)

ST. GEORGE & KEYES, INC.

Your Home Beautiful (Last b'dcast May 1)

SCHWIMMER & SCOTT INCORPORATED

David Harding - Counterspy

SEEDS, RUSSEL M., CO., INC.

An Evening with Romberg (Last b'dcast Aug. 17)
Eddie Howard Orchestra (Last b'dcast Sept. 5)
People Are Funny
Red Skelton

SHERMAN & MARQUETTE

Bill Stern
Judy Canova Show (Last b'dcast June 19)
Mr. & Mrs. North
Roy Rogers Show
Terry and the Pirates (Last b'dcast June 1-7)
Those Websters (July-Aug.) (Last b'dcast Aug. 15)

SORENSEN & COMPANY

Stars Over Hollywood

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

Anacin Hollywood Theatre (July-Sept.)
Big Story
Big Town
Gabriel Heatter (Carter)
Gabriel Heatter (Noxzema)
Hollywood Star Preview (May & June)
Jimmie Fidler (ABC)
Jimmie Fidler (MBS)
Mayor of the Town (Last b'dcast June 16)

SWANEY, MORRIS F., INC.

Newscope (Last b'dcast May 1-7)

SWEENEY & JAMES CO.

Voice of Firestone

TATHAM-LAIRD, INC.

Breakfast Club (General Mills)

THOMPSON, J. WALTER, COMPANY

Adventures of Archie Andrews
Breakfast Club (Swift - 9:30 A.M. MTWF)
Breakfast Club (Swift - 9:15 A.M.)
Charlie McCarthy Show (Last b'dcast May 16)
Fred Allen Show (Last b'dcast June 20)
Johns-Manville News
Meet the Meeks
Musio Hall
My True Story
One Man's Family
Radio Theatre
R.C.A. Victor Show
Robert Shaw Chorale

VON ZEHLE, WILLIAM & CO.

Dorothy Fuldheim

WADE ADVERTISING AGENCY

Lun 'n' Abnor
News of the World
Queen For a Day (Miles)
Quiz Kids
True or False (July-Sept.)

WALLACE-PERRY-HANLEY CO.

First Nighter (Last b'dcast June 16)

WALKER & DOWNING

Fishing & Hunting Club of the Air

WARWICK & LEGLER, INC.

Adventures of the Thin Man
Eddie Cantor Show (Last b'dcast June 15)
Metropolitan Auditions of the Air
(Last b'dcast May 16)
This Is Your F. B. I.

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

Adventures of Sherlock Holmes
Drew Pearson
Hollywood Headlines (Last b'dcast July 3)
Monday Morning Headlines
Quick As A Flash
Tomorrow's Headlines
William L. Shirer
What Makes You Tick? (Last b'dcast Aug. 15)

WEINSTEIN & COMPANY

Arthur Gaeth

WHEELLOCK, WARD, COMPANY

Club 15
Double or Nothing (CBS) (Last b'dcast June 1-7)
Double or Nothing (NBC)
Edward R. Murrow

YOUNG & RUBICAM, INC.

Adventures of Ozzie and Harriet
(Last b'dcast June 4)
Aldrich Family (Last b'dcast June 17)
Arthur Godfrey's Talent Scouts
Bob Hope Show
Danny Thomas Show (Last b'dcast June 18)
Duffy's Tavern (Last b'dcast June 16)
Eric Sevareid and the News
Fannie Brice Show (Last b'dcast May 21)
G. E. House Party
Mr. Ace and Jane
My Friend Irma (Last b'dcast June 7)
Mystery Theatre (May & June)
Second Mrs. Burton
Silver Summer Revue
Star Time with Dorothy Kilgallen
Sweeney and March
Tex and Jinx
We, the People
When A Girl Marries (Calumet, Swansdown)

ZIMMER & KELLER, INC.

This Changing World



COMPOSITION OF THE RADIO AUDIENCE

NUMBER LISTENERS PER LISTENING SET

| Station | Sex | SUNDAY EVENING | | | | | MONDAY EVENING | | | | | TUESDAY EVENING | | | | | WEDNESDAY EVENING | | | | | Eastern Network Time | |
|------------|----------|-------------------|------|---------------|-------|--------------------|-------------------|------|---------------|-------|--------------------|-------------------|------|---------------|-------|--------------------|-------------------------|------|---------------|-------|--------------------|----------------------|------------------|
| | | Over-All Averages | EAST | NORTH CENTRAL | SOUTH | MOUNTAIN & PACIFIC | Over-All Averages | EAST | NORTH CENTRAL | SOUTH | MOUNTAIN & PACIFIC | Over-All Averages | EAST | NORTH CENTRAL | SOUTH | MOUNTAIN & PACIFIC | Over-All Averages | EAST | NORTH CENTRAL | SOUTH | MOUNTAIN & PACIFIC | | |
| 7:00 P.M. | Women | 1.10 | 1.16 | 1.12 | 1.05 | 0.98 | 1.05 | 1.10 | 1.02 | 1.02 | 0.96 | 1.05 | 1.12 | 0.94 | 1.02 | 0.98 | 1.05 | 1.09 | 0.98 | 0.97 | 0.98 | Women | 6:00-7:00 P.M. |
| | Men | 0.88 | 1.00 | 0.85 | 0.76 | 0.71 | 0.71 | 0.90 | 0.59 | 0.59 | 0.34 | 0.65 | 0.82 | 0.57 | 0.56 | 0.27 | 0.64 | 0.85 | 0.52 | 0.55 | 0.19 | Men | |
| | Children | 0.37 | 0.41 | 0.35 | 0.38 | 0.28 | 0.37 | 0.34 | 0.46 | 0.47 | 0.22 | 0.35 | 0.34 | 0.42 | 0.41 | 0.23 | 0.36 | 0.33 | 0.42 | 0.40 | 0.32 | Children | |
| | Total | 2.35 | 2.57 | 2.32 | 2.19 | 1.97 | 2.13 | 2.34 | 2.07 | 2.08 | 1.52 | 2.05 | 2.28 | 1.93 | 1.99 | 1.48 | 2.03 | 2.27 | 1.92 | 1.92 | 1.49 | Total | |
| 8:00 P.M. | Women | 1.16 | 1.18 | 1.16 | 1.23 | 1.02 | 1.05 | 1.08 | 1.08 | 1.01 | 0.91 | 1.08 | 1.09 | 1.11 | 1.10 | 0.97 | 1.06 | 1.06 | 1.13 | 1.03 | 0.93 | Women | 7:00-8:00 P.M. |
| | Men | 0.90 | 0.99 | 0.92 | 0.82 | 0.75 | 0.74 | 0.82 | 0.81 | 0.66 | 0.42 | 0.70 | 0.80 | 0.74 | 0.68 | 0.31 | 0.71 | 0.77 | 0.75 | 0.74 | 0.39 | Men | |
| | Children | 0.46 | 0.48 | 0.50 | 0.47 | 0.33 | 0.38 | 0.37 | 0.40 | 0.40 | 0.29 | 0.36 | 0.38 | 0.36 | 0.37 | 0.26 | 0.41 | 0.43 | 0.36 | 0.44 | 0.34 | Children | |
| | Total | 2.52 | 2.65 | 2.58 | 2.52 | 2.10 | 2.17 | 2.27 | 2.29 | 2.07 | 1.62 | 2.14 | 2.27 | 2.21 | 2.15 | 1.54 | 2.18 | 2.26 | 2.24 | 2.21 | 1.66 | Total | |
| 9:00 P.M. | Women | 1.17 | 1.26 | 1.16 | 1.07 | 1.03 | 1.09 | 1.12 | 1.13 | 1.10 | 0.94 | 1.09 | 1.14 | 1.11 | 1.06 | 0.91 | 1.09 | 1.12 | 1.12 | 1.10 | 0.94 | Women | 8:00-9:00 P.M. |
| | Men | 0.92 | 0.98 | 0.92 | 0.83 | 0.80 | 0.78 | 0.84 | 0.81 | 0.75 | 0.58 | 0.74 | 0.83 | 0.74 | 0.69 | 0.55 | 0.74 | 0.82 | 0.75 | 0.71 | 0.47 | Men | |
| | Children | 0.38 | 0.38 | 0.44 | 0.37 | 0.28 | 0.36 | 0.36 | 0.39 | 0.33 | 0.36 | 0.38 | 0.34 | 0.36 | 0.43 | 0.46 | 0.38 | 0.35 | 0.35 | 0.46 | 0.39 | Children | |
| | Total | 2.47 | 2.62 | 2.52 | 2.27 | 2.11 | 2.23 | 2.32 | 2.33 | 2.18 | 1.88 | 2.21 | 2.31 | 2.21 | 2.18 | 1.92 | 2.21 | 2.29 | 2.22 | 2.27 | 1.80 | Total | |
| 9:00 P.M. | Women | 1.19 | 1.25 | 1.16 | 1.18 | 1.07 | 1.14 | 1.17 | 1.12 | 1.12 | 1.10 | 1.08 | 1.09 | 1.12 | 1.09 | 0.99 | 1.09 | 1.08 | 1.08 | 1.15 | 1.06 | Women | 9:00-10:00 P.M. |
| | Men | 0.91 | 0.98 | 0.92 | 0.80 | 0.79 | 0.82 | 0.87 | 0.81 | 0.79 | 0.75 | 0.84 | 0.91 | 0.82 | 0.76 | 0.71 | 0.83 | 0.89 | 0.81 | 0.79 | 0.71 | Men | |
| | Children | 0.29 | 0.27 | 0.35 | 0.34 | 0.26 | 0.29 | 0.25 | 0.32 | 0.32 | 0.30 | 0.30 | 0.24 | 0.34 | 0.36 | 0.30 | 0.32 | 0.27 | 0.35 | 0.42 | 0.34 | Children | |
| | Total | 2.39 | 2.50 | 2.43 | 2.32 | 2.12 | 2.25 | 2.29 | 2.25 | 2.23 | 2.15 | 2.22 | 2.24 | 2.28 | 2.21 | 2.00 | 2.24 | 2.24 | 2.24 | 2.36 | 2.11 | Total | |
| 10:30 P.M. | Women | 1.17 | 1.18 | 1.25 | 1.10 | 1.09 | 1.12 | 1.10 | 1.15 | 1.16 | 1.07 | 1.09 | 1.10 | 1.12 | 1.06 | 1.03 | 1.07 | 1.12 | 1.04 | 1.08 | 0.97 | Women | 10:00-10:30 P.M. |
| | Men | 0.91 | 0.95 | 0.95 | 0.79 | 0.84 | 0.87 | 0.93 | 0.88 | 0.86 | 0.68 | 0.88 | 1.00 | 0.87 | 0.78 | 0.68 | 0.83 | 0.89 | 0.84 | 0.83 | 0.68 | Men | |
| | Children | 0.29 | 0.21 | 0.33 | 0.38 | 0.39 | 0.26 | 0.19 | 0.30 | 0.31 | 0.36 | 0.26 | 0.15 | 0.36 | 0.32 | 0.34 | 0.31 | 0.24 | 0.33 | 0.39 | 0.36 | Children | |
| | Total | 2.37 | 2.34 | 2.53 | 2.27 | 2.32 | 2.25 | 2.22 | 2.33 | 2.33 | 2.11 | 2.23 | 2.25 | 2.35 | 2.16 | 2.05 | 2.21 | 2.25 | 2.21 | 2.30 | 2.01 | Total | |
| | | THURSDAY EVENING | | | | | FRIDAY EVENING | | | | | SATURDAY EVENING | | | | | AVERAGES (All Evenings) | | | | | | |
| 11:00 P.M. | Women | 1.03 | 1.06 | 0.95 | 1.04 | 0.98 | 1.04 | 1.11 | 0.95 | 1.03 | 0.95 | 1.04 | 1.07 | 1.03 | 1.03 | 0.92 | 1.05 | 1.10 | 1.00 | 1.03 | 0.96 | Women | 6:00-7:00 P.M. |
| | Men | 0.66 | 0.84 | 0.57 | 0.53 | 0.25 | 0.64 | 0.84 | 0.54 | 0.48 | 0.22 | 0.80 | 0.96 | 0.68 | 0.70 | 0.61 | 0.72 | 0.89 | 0.62 | 0.60 | 0.40 | Men | |
| | Children | 0.38 | 0.38 | 0.45 | 0.45 | 0.19 | 0.41 | 0.39 | 0.46 | 0.52 | 0.23 | 0.29 | 0.30 | 0.33 | 0.30 | 0.23 | 0.36 | 0.36 | 0.41 | 0.42 | 0.25 | Children | |
| | Total | 2.07 | 2.28 | 1.97 | 2.02 | 1.42 | 2.09 | 2.34 | 1.95 | 2.03 | 1.40 | 2.13 | 2.33 | 2.04 | 2.03 | 1.76 | 2.13 | 2.35 | 2.03 | 2.05 | 1.61 | Total | |
| 11:00 P.M. | Women | 1.09 | 1.13 | 1.11 | 1.07 | 0.94 | 1.05 | 1.08 | 1.06 | 1.05 | 0.90 | 1.09 | 1.13 | 1.09 | 1.12 | 0.90 | 1.08 | 1.11 | 1.11 | 1.09 | 0.94 | Women | 7:00-8:00 P.M. |
| | Men | 0.71 | 0.78 | 0.78 | 0.69 | 0.36 | 0.71 | 0.82 | 0.67 | 0.70 | 0.39 | 0.75 | 0.81 | 0.78 | 0.69 | 0.59 | 0.75 | 0.83 | 0.78 | 0.72 | 0.48 | Men | |
| | Children | 0.35 | 0.33 | 0.34 | 0.43 | 0.29 | 0.43 | 0.45 | 0.43 | 0.46 | 0.32 | 0.34 | 0.31 | 0.39 | 0.38 | 0.25 | 0.39 | 0.40 | 0.40 | 0.42 | 0.30 | Children | |
| | Total | 2.15 | 2.24 | 2.23 | 2.19 | 1.59 | 2.19 | 2.35 | 2.16 | 2.21 | 1.61 | 2.18 | 2.25 | 2.26 | 2.19 | 1.74 | 2.22 | 2.34 | 2.29 | 2.23 | 1.72 | Total | |
| 11:00 P.M. | Women | 1.06 | 1.09 | 1.05 | 1.09 | 0.96 | 1.06 | 1.08 | 1.05 | 1.12 | 0.91 | 1.15 | 1.17 | 1.19 | 1.19 | 0.89 | 1.10 | 1.14 | 1.12 | 1.11 | 0.95 | Women | 8:00-9:00 P.M. |
| | Men | 0.73 | 0.79 | 0.72 | 0.78 | 0.46 | 0.75 | 0.81 | 0.73 | 0.76 | 0.51 | 0.80 | 0.84 | 0.80 | 0.76 | 0.66 | 0.78 | 0.85 | 0.78 | 0.76 | 0.59 | Men | |
| | Children | 0.39 | 0.38 | 0.38 | 0.38 | 0.46 | 0.37 | 0.34 | 0.36 | 0.45 | 0.39 | 0.40 | 0.38 | 0.39 | 0.49 | 0.35 | 0.38 | 0.36 | 0.38 | 0.42 | 0.38 | Children | |
| | Total | 2.18 | 2.26 | 2.15 | 2.25 | 1.88 | 2.18 | 2.23 | 2.14 | 2.33 | 1.81 | 2.35 | 2.39 | 2.38 | 2.44 | 1.90 | 2.26 | 2.35 | 2.28 | 2.29 | 1.92 | Total | |
| 11:00 P.M. | Women | 1.08 | 1.13 | 1.03 | 1.08 | 0.99 | 1.10 | 1.12 | 1.14 | 1.04 | 1.01 | 1.15 | 1.19 | 1.16 | 1.15 | 1.01 | 1.12 | 1.15 | 1.12 | 1.12 | 1.04 | Women | 9:00-10:00 P.M. |
| | Men | 0.80 | 0.86 | 0.75 | 0.78 | 0.69 | 0.83 | 0.91 | 0.84 | 0.79 | 0.64 | 0.83 | 0.89 | 0.83 | 0.77 | 0.70 | 0.84 | 0.90 | 0.83 | 0.78 | 0.71 | Men | |
| | Children | 0.34 | 0.28 | 0.35 | 0.44 | 0.36 | 0.32 | 0.29 | 0.32 | 0.39 | 0.32 | 0.39 | 0.36 | 0.41 | 0.46 | 0.36 | 0.32 | 0.28 | 0.35 | 0.39 | 0.32 | Children | |
| | Total | 2.22 | 2.27 | 2.13 | 2.30 | 2.04 | 2.25 | 2.32 | 2.30 | 2.22 | 1.97 | 2.37 | 2.44 | 2.40 | 2.38 | 2.07 | 2.28 | 2.33 | 2.30 | 2.29 | 2.07 | Total | |
| 11:30 P.M. | Women | 1.10 | 1.10 | 1.10 | 1.18 | 1.02 | 1.06 | 1.06 | 1.11 | 1.04 | 1.02 | 1.13 | 1.16 | 1.14 | 1.15 | 1.04 | 1.11 | 1.12 | 1.13 | 1.11 | 1.03 | Women | 10:00-10:30 P.M. |
| | Men | 0.82 | 0.90 | 0.82 | 0.74 | 0.64 | 0.87 | 0.94 | 0.94 | 0.75 | 0.69 | 0.83 | 0.87 | 0.83 | 0.81 | 0.78 | 0.86 | 0.93 | 0.88 | 0.80 | 0.71 | Men | |
| | Children | 0.28 | 0.19 | 0.27 | 0.43 | 0.36 | 0.27 | 0.21 | 0.35 | 0.32 | 0.26 | 0.34 | 0.24 | 0.38 | 0.42 | 0.39 | 0.29 | 0.20 | 0.33 | 0.37 | 0.35 | Children | |
| | Total | 2.20 | 2.19 | 2.19 | 2.35 | 2.02 | 2.20 | 2.21 | 2.40 | 2.11 | 1.97 | 2.30 | 2.27 | 2.35 | 2.38 | 2.21 | 2.26 | 2.25 | 2.34 | 2.28 | 2.09 | Total | |

COMPOSITION OF THE RADIO AUDIENCE

NUMBER LISTENERS PER LISTENING SET

| Eastern Network Time | | MONDAY thru FRIDAY DAYTIME | | | | | SATURDAY DAYTIME | | | | | SUNDAY (Afternoon) | | | | | Eastern Network Time |
|----------------------|----------|----------------------------|------|---------------|-------|--------------------|-------------------|------|---------------|-------|--------------------|--------------------|------|---------------|-------|--------------------|----------------------|
| | | Over-All Averages | EAST | NORTH CENTRAL | SOUTH | MOUNTAIN & PACIFIC | Over-All Averages | EAST | NORTH CENTRAL | SOUTH | MOUNTAIN & PACIFIC | Over-All Averages | EAST | NORTH CENTRAL | SOUTH | MOUNTAIN & PACIFIC | |
| 8:00-9:00 A.M. | Women | 1.10 | 1.10 | | | | 1.07 | 1.07 | | | | | | | | | Women |
| | Men | 0.42 | 0.42 | | | | 0.65 | 0.65 | | | | | | | | | Men |
| | Children | 0.38 | 0.38 | | | | 0.39 | 0.39 | | | | | | | | | Children |
| | Total | 1.90 | 1.90 | | | | 2.11 | 2.11 | | | | | | | | | Total |
| 9:00-10:00 A.M. | Women | 1.08 | 1.08 | 1.04 | 1.14 | | 1.03 | 1.02 | 0.97 | 1.12 | | | | | | | Women |
| | Men | 0.31 | 0.29 | 0.34 | 0.31 | | 0.43 | 0.41 | 0.55 | 0.37 | | | | | | | Men |
| | Children | 0.33 | 0.30 | 0.33 | 0.40 | | 0.47 | 0.48 | 0.40 | 0.51 | | | | | | | Children |
| | Total | 1.72 | 1.67 | 1.71 | 1.85 | | 1.93 | 1.91 | 1.92 | 2.00 | | | | | | | Total |
| 10:00-11:00 A.M. | Women | 1.09 | 1.10 | 1.07 | 1.11 | | 1.03 | 0.96 | 1.07 | 1.13 | | | | | | | Women |
| | Men | 0.25 | 0.25 | 0.23 | 0.25 | | 0.38 | 0.38 | 0.43 | 0.31 | | | | | | | Men |
| | Children | 0.30 | 0.25 | 0.25 | 0.40 | | 0.63 | 0.63 | 0.57 | 0.66 | | | | | | | Children |
| | Total | 1.64 | 1.60 | 1.55 | 1.76 | | 2.04 | 1.97 | 2.07 | 2.10 | | | | | | | Total |
| 11:00-12:00 A.M. | Women | 1.10 | 1.09 | 1.13 | 1.10 | 1.07 | 0.93 | 0.99 | 0.85 | 0.96 | 0.84 | | | | | | Women |
| | Men | 0.28 | 0.30 | 0.28 | 0.22 | 0.28 | 0.40 | 0.45 | 0.33 | 0.35 | 0.43 | | | | | | Men |
| | Children | 0.27 | 0.23 | 0.26 | 0.34 | 0.33 | 0.64 | 0.58 | 0.61 | 0.84 | 0.60 | | | | | | Children |
| | Total | 1.65 | 1.62 | 1.67 | 1.66 | 1.68 | 1.97 | 2.02 | 1.79 | 2.15 | 1.87 | | | | | | Total |
| 12:00-1:00 P.M. | Women | 1.10 | 1.11 | 1.09 | 1.10 | 1.04 | 1.08 | 1.10 | 1.21 | 0.99 | 0.95 | 1.09 | 1.14 | 1.09 | 1.08 | 0.92 | Women |
| | Men | 0.27 | 0.31 | 0.23 | 0.27 | 0.23 | 0.46 | 0.55 | 0.34 | 0.40 | 0.41 | 0.75 | 0.83 | 0.72 | 0.68 | 0.59 | Men |
| | Children | 0.27 | 0.28 | 0.24 | 0.34 | 0.17 | 0.42 | 0.43 | 0.38 | 0.40 | 0.47 | 0.34 | 0.35 | 0.34 | 0.25 | 0.41 | Children |
| | Total | 1.64 | 1.70 | 1.56 | 1.71 | 1.44 | 1.96 | 2.08 | 1.93 | 1.79 | 1.83 | 2.18 | 2.32 | 2.15 | 2.01 | 1.92 | Total |
| 1:00-2:00 P.M. | Women | 1.10 | 1.13 | 1.08 | 1.12 | 1.01 | 1.09 | 1.13 | 1.13 | 1.01 | 0.99 | 1.10 | 1.14 | 1.09 | 1.08 | 0.99 | Women |
| | Men | 0.31 | 0.32 | 0.33 | 0.35 | 0.25 | 0.53 | 0.60 | 0.54 | 0.52 | 0.29 | 0.83 | 0.94 | 0.83 | 0.70 | 0.66 | Men |
| | Children | 0.25 | 0.22 | 0.27 | 0.35 | 0.17 | 0.40 | 0.32 | 0.41 | 0.55 | 0.40 | 0.34 | 0.36 | 0.31 | 0.39 | 0.23 | Children |
| | Total | 1.66 | 1.67 | 1.68 | 1.82 | 1.43 | 2.02 | 2.05 | 2.08 | 2.08 | 1.68 | 2.27 | 2.44 | 2.23 | 2.17 | 1.88 | Total |
| 2:00-3:00 P.M. | Women | 1.11 | 1.10 | 1.08 | 1.21 | 1.02 | 1.05 | 1.01 | 1.11 | 1.12 | 1.00 | 1.10 | 1.08 | 1.14 | 1.20 | 1.00 | Women |
| | Men | 0.33 | 0.38 | 0.30 | 0.29 | 0.29 | 0.63 | 0.77 | 0.59 | 0.55 | 0.35 | 0.91 | 1.05 | 0.88 | 0.79 | 0.64 | Men |
| | Children | 0.25 | 0.20 | 0.23 | 0.36 | 0.27 | 0.33 | 0.24 | 0.32 | 0.55 | 0.37 | 0.34 | 0.30 | 0.38 | 0.44 | 0.27 | Children |
| | Total | 1.69 | 1.68 | 1.61 | 1.86 | 1.58 | 2.01 | 2.02 | 2.02 | 2.22 | 1.72 | 2.35 | 2.43 | 2.40 | 2.43 | 1.91 | Total |
| 3:00-4:00 P.M. | Women | 1.09 | 1.07 | 1.10 | 1.16 | 1.05 | 0.97 | 0.96 | 0.95 | 1.05 | 0.93 | 1.11 | 1.09 | 1.13 | 1.23 | 1.03 | Women |
| | Men | 0.35 | 0.42 | 0.33 | 0.27 | 0.31 | 0.70 | 0.85 | 0.64 | 0.54 | 0.43 | 0.90 | 1.06 | 0.85 | 0.82 | 0.61 | Men |
| | Children | 0.27 | 0.26 | 0.26 | 0.32 | 0.25 | 0.40 | 0.39 | 0.30 | 0.56 | 0.38 | 0.30 | 0.29 | 0.25 | 0.39 | 0.29 | Children |
| | Total | 1.71 | 1.75 | 1.69 | 1.75 | 1.61 | 2.07 | 2.20 | 1.89 | 2.15 | 1.74 | 2.31 | 2.44 | 2.23 | 2.44 | 1.93 | Total |
| 4:00-5:00 P.M. | Women | 1.05 | 0.99 | 1.07 | 1.15 | 1.02 | 1.03 | 1.02 | 1.05 | 1.13 | 0.89 | 1.09 | 1.11 | 1.11 | 1.07 | 1.04 | Women |
| | Men | 0.37 | 0.47 | 0.34 | 0.29 | 0.26 | 0.74 | 0.89 | 0.59 | 0.68 | 0.54 | 0.89 | 1.01 | 0.86 | 0.80 | 0.66 | Men |
| | Children | 0.28 | 0.27 | 0.24 | 0.38 | 0.23 | 0.27 | 0.24 | 0.19 | 0.35 | 0.38 | 0.33 | 0.34 | 0.30 | 0.34 | 0.32 | Children |
| | Total | 1.70 | 1.73 | 1.65 | 1.82 | 1.51 | 2.04 | 2.15 | 1.83 | 2.16 | 1.81 | 2.31 | 2.46 | 2.27 | 2.21 | 2.02 | Total |
| 5:00-6:00 P.M. | Women | 1.04 | 1.02 | 1.04 | 1.11 | 0.99 | 1.03 | 1.07 | 1.04 | 0.97 | 0.97 | 1.11 | 1.18 | 1.11 | 1.10 | 0.94 | Women |
| | Men | 0.45 | 0.60 | 0.35 | 0.34 | 0.29 | 0.70 | 0.79 | 0.70 | 0.61 | 0.58 | 0.92 | 1.06 | 0.95 | 0.78 | 0.69 | Men |
| | Children | 0.39 | 0.43 | 0.38 | 0.40 | 0.22 | 0.33 | 0.35 | 0.31 | 0.33 | 0.30 | 0.31 | 0.32 | 0.29 | 0.35 | 0.29 | Children |
| | Total | 1.88 | 2.05 | 1.77 | 1.85 | 1.50 | 2.06 | 2.21 | 2.05 | 1.91 | 1.85 | 2.34 | 2.56 | 2.35 | 2.23 | 1.92 | Total |

"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

DAYTIME AUDIENCES

DAYS: SUNDAYS

| WESTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time | EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------------------------|------------------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------------------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | | | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | | | | | East | North Central | South | Mountain | Pacific | |
| 9:00 A.M. | ABC | 1.7 | 1.7 | 1.5 | 2.0 | 1.7 | 1.5 | 9:00 A.M. to 9:30 A.M. | 1:30 P.M. to 2:00 P.M. | ABC | 2.8 | 2.7 | 3.6 | 3.5 | 1.3 | 1.3 | 10:30 A.M. to 11:00 A.M. |
| | CBS | 2.9 | 3.2 | 2.2 | 3.7 | 5.0 | 1.1 | | | CBS | 2.6 | 2.4 | 2.4 | 3.8 | 2.7 | 1.7 | |
| | MBS | 1.5 | 1.5 | 1.7 | 1.6 | 1.3 | 1.1 | | | MBS | 1.9 | 2.2 | 1.8 | 1.6 | 3.6 | 1.2 | |
| | NBC | 2.8 | 2.8 | 2.9 | 3.7 | 1.7 | 1.7 | | | NBC | 3.0 | 2.3 | 3.0 | 2.4 | 2.9 | 3.1 | |
| Sets-In-Use | | 14.3 | 16.3 | 12.3 | 15.4 | 12.6 | 10.3 | Sets-In-Use | | 17.8 | 19.1 | 16.8 | 18.4 | 14.2 | 15.2 | | |
| Available Homes | | 73.7 | 71.4 | 74.4 | 73.4 | 78.9 | 78.9 | Available Homes | | 72.9 | 68.9 | 76.2 | 76.5 | 74.5 | 74.4 | | |
| 9:30 A.M. | ABC | 2.1 | 2.0 | 1.8 | 3.4 | 1.3 | 1.1 | 9:30 A.M. to 10:00 A.M. | 2:00 P.M. to 2:30 P.M. | ABC | 3.2 | 2.8 | 4.8 | 3.6 | 1.1 | 2.1 | 11:00 A.M. to 11:30 A.M. |
| | CBS | 2.6 | 2.8 | 1.3 | 3.6 | 3.8 | 2.2 | | | CBS | 2.2 | 1.8 | 2.1 | 3.1 | 3.4 | 1.7 | |
| | MBS | 1.7 | 1.9 | 1.5 | 1.6 | 0.8 | 2.0 | | | MBS | 2.2 | 2.4 | 1.9 | 2.0 | 2.1 | 2.3 | |
| | NBC | 2.8 | 3.1 | 2.5 | 3.5 | 3.6 | 1.3 | | | NBC | 3.1 | 2.4 | 3.8 | 3.7 | 4.8 | 3.2 | |
| Sets-In-Use | | 14.9 | 16.9 | 12.2 | 15.6 | 12.1 | 12.6 | Sets-In-Use | | 19.3 | 21.5 | 19.2 | 17.7 | 13.9 | 15.5 | | |
| Available Homes | | 73.1 | 70.9 | 74.2 | 73.1 | 74.5 | 78.3 | Available Homes | | 71.3 | 67.0 | 75.1 | 75.1 | 70.8 | 73.8 | | |
| 10:00 A.M. | ABC | 1.9 | 1.8 | 2.1 | 2.6 | 1.2 | 1.1 | 10:00 A.M. to 10:30 A.M. | 2:30 P.M. to 3:00 P.M. | ABC | 2.9 | 2.9 | 3.8 | 3.3 | 0.7 | 1.6 | 11:30 A.M. to 12:00 NOON |
| | CBS | 2.9 | 3.0 | 2.7 | 3.0 | 3.7 | 2.1 | | | CBS | 2.1 | 1.4 | 2.6 | 3.2 | 3.8 | 1.5 | |
| | MBS | 2.1 | 2.1 | 2.2 | 1.8 | 1.2 | 2.7 | | | MBS | 2.0 | 2.1 | 1.5 | 2.0 | 2.7 | 2.5 | |
| | NBC | 3.0 | 3.1 | 2.5 | 3.8 | 2.5 | 2.8 | | | NBC | 4.1 | 3.0 | 4.2 | 4.6 | 8.4 | 5.8 | |
| Sets-In-Use | | 16.2 | 17.5 | 15.3 | 16.5 | 12.4 | 14.1 | Sets-In-Use | | 20.6 | 22.6 | 20.4 | 18.6 | 17.7 | 18.2 | | |
| Available Homes | | 73.6 | 70.8 | 75.4 | 75.0 | 72.7 | 78.0 | Available Homes | | 69.5 | 64.0 | 75.4 | 73.0 | 73.2 | 71.2 | | |

For Explanation of Symbols see Page E



SUNDAYS

"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

DAY TIME AUDIENCES

DAYS: SUNDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------------------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 3:00 P.M. | ABC | 2.2 | 2.7 | 2.0 | 2.1 | 0.7 | 1.3 | 12:00 NOON to 12:30 P.M. |
| to | CBS | 2.3 | 1.6 | 1.9 | 4.2 | 2.2 | 2.9 | |
| 3:30 P.M. | MBS | 2.5 | 2.7 | 2.0 | 1.8 | 5.2 | 2.4 | |
| | NBC | 5.1 | 3.4 | 6.5 | 5.4 | 9.4 | 6.1 | |
| Sets-In-Use | | 21.3 | 22.7 | 20.7 | 19.9 | 18.8 | 20.0 | |
| Available Homes | | 68.1 | 62.8 | 72.7 | 72.4 | 72.8 | 69.8 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|------------------------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 4:30 P.M. | ABC | 2.5 | 2.9 | 2.1 | 1.9 | 3.3 | 2.2 | 1:30 P.M. to 2:00 P.M. |
| to | CBS | 2.3 | 1.7 | 2.4 | 3.6 | 1.9 | 2.2 | |
| 5:00 P.M. | MBS | 5.8 | 5.1 | 6.6 | 6.1 | 7.6 | 5.5 | |
| | NBC | 2.9 | 2.0 | 2.7 | 4.1 | 2.9 | 4.4 | |
| Sets-In-Use | | 22.2 | 22.1 | 22.2 | 22.7 | 16.3 | 23.3 | |
| Available Homes | | 64.6 | 60.1 | 67.3 | 68.9 | 66.0 | 67.8 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-------------------------------|
| 3:30 P.M. | ABC | 2.7 | 3.6 | 2.0 | 2.0 | 3.0 | 1.8 | 12:30 P.M. to 1:00 P.M. |
| to | CBS | 2.3 | 1.6 | 2.2 | 3.7 | 3.2 | 2.7 | |
| 4:00 P.M. | MBS | 3.0 | 2.8 | 2.9 | 2.3 | 4.5 | 4.4 | |
| | NBC | 5.4 | 3.3 | 6.7 | 7.3 | 7.8 | 6.5 | |
| Sets-In-Use | | 22.5 | 23.5 | 23.0 | 21.6 | 19.7 | 20.6 | |
| Available Homes | | 67.7 | 62.6 | 71.8 | 72.7 | 67.9 | 70.3 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|------------------------------|
| 5:00 P.M. | ABC | 2.6 | 3.2 | 1.6 | 2.4 | 2.8 | 2.4 | 2:00 P.M. to 2:30 P.M. |
| to | CBS | 1.9 | 1.7 | 1.8 | 2.8 | 3.3 | 1.2 | |
| 5:30 P.M. | MBS | 5.8 | 6.1 | 5.0 | 5.1 | 6.6 | 6.7 | |
| | NBC | 2.6 | 2.1 | 2.8 | 3.0 | 4.6 | 3.3 | |
| Sets-In-Use | | 20.9 | 21.8 | 18.5 | 20.1 | 18.6 | 24.1 | |
| Available Homes | | 63.4 | 60.0 | 65.3 | 66.9 | 65.7 | 65.9 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|------------------------------|
| 4:00 P.M. | ABC | 1.9 | 2.4 | 1.8 | 1.5 | 0.9 | 1.5 | 1:00 P.M. to 1:30 P.M. |
| to | CBS | 2.0 | 1.3 | 1.9 | 3.1 | 2.8 | 2.8 | |
| 4:30 P.M. | MBS | 4.2 | 4.0 | 4.1 | 3.7 | 7.3 | 5.1 | |
| | NBC | 4.9 | 3.6 | 4.9 | 6.3 | 5.4 | 7.6 | |
| Sets-In-Use | | 21.9 | 22.6 | 20.5 | 21.4 | 18.6 | 23.6 | |
| Available Homes | | 65.6 | 60.2 | 68.7 | 71.2 | 67.6 | 68.8 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|------------------------------|
| 5:30 P.M. | ABC | 5.8 | 6.4 | 5.4 | 5.8 | 4.6 | 4.4 | 2:30 P.M. to 3:00 P.M. |
| to | CBS | 2.1 | 1.8 | 2.5 | 3.0 | 2.5 | 1.4 | |
| 6:00 P.M. | MBS | 3.9 | 4.3 | 3.9 | 3.0 | 5.6 | 3.0 | |
| | NBC | 2.7 | 2.2 | 2.5 | 3.2 | 5.0 | 3.5 | |
| Sets-In-Use | | 22.0 | 22.2 | 22.0 | 21.6 | 19.9 | 22.6 | |
| Available Homes | | 64.8 | 61.7 | 66.8 | 70.3 | 65.8 | 62.5 | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: SUNDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 7:00 P.M. | ABC | 6.1 | 7.0 | 6.0 | 6.1 | 4.2 | 3.2 | 3:00 P.M. |
| | CBS | 2.9 | 2.9 | 3.3 | 2.4 | 4.1 | 2.3 | to |
| | MBS | 4.3 | 4.3 | 4.5 | 4.0 | 6.0 | 3.4 | 3:30 P.M. |
| | NBC | 2.3 | 1.7 | 2.1 | 2.9 | 3.0 | 3.3 | |
| Sets-In-Use | | 22.5 | 23.5 | 21.8 | 21.6 | 18.9 | 22.7 | |
| Available Homes | | 64.0 | 61.3 | 67.3 | 67.6 | 63.4 | 61.2 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 7:30 P.M. | ABC | 5.2 | 3.8 | 5.9 | 9.1 | 6.5 | 2.0 | 4:30 P.M. |
| | CBS | 5.8 | 6.1 | 7.1 | 5.5 | 6.7 | 2.4 | to |
| | MBS | 2.8 | 3.2 | 2.8 | 2.0 | 1.1 | 3.2 | 5:00 P.M. |
| | NBC | 6.2 | 6.6 | 6.3 | 4.9 | 5.0 | 6.8 | |
| Sets-In-Use | | 24.0 | 23.5 | 24.7 | 23.9 | 20.2 | 26.1 | |
| Available Homes | | 63.5 | 61.3 | 66.7 | 66.6 | 59.4 | 62.1 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 7:30 P.M. | ABC | 3.6 | 4.0 | 3.4 | 4.0 | 2.5 | 2.1 | 3:30 P.M. |
| | CBS | 3.4 | 3.2 | 4.2 | 3.1 | 2.9 | 2.8 | to |
| | MBS | 5.7 | 6.0 | 5.8 | 5.2 | 9.0 | 4.1 | 4:00 P.M. |
| | NBC | 3.1 | 2.9 | 3.2 | 3.6 | 1.9 | 3.3 | |
| Sets-In-Use | | 21.8 | 22.2 | 21.2 | 21.1 | 18.3 | 23.4 | |
| Available Homes | | 64.3 | 62.1 | 66.5 | 67.7 | 62.1 | 62.9 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 8:00 P.M. | ABC | 7.8 | 11.4 | 5.3 | 4.4 | 3.1 | 6.6 | 5:00 P.M. |
| | CBS | 6.2 | 5.8 | 7.8 | 7.8 | 7.4 | 2.2 | to |
| | MBS | 3.1 | 3.7 | 3.0 | 2.6 | 1.6 | 2.5 | 5:30 P.M. |
| | NBC | 5.6 | 5.3 | 6.0 | 5.8 | 6.8 | 5.3 | |
| Sets-In-Use | | 26.1 | 28.8 | 24.3 | 22.5 | 20.7 | 26.8 | |
| Available Homes | | 64.0 | 62.5 | 65.9 | 67.5 | 61.6 | 61.6 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 8:30 P.M. | ABC | 4.2 | 2.3 | 5.5 | 8.3 | 4.9 | 1.5 | 4:00 P.M. |
| | CBS | 3.8 | 3.9 | 4.1 | 4.1 | 4.5 | 2.2 | to |
| | MBS | 3.4 | 3.8 | 3.4 | 2.3 | 4.7 | 3.0 | 4:30 P.M. |
| | NBC | 8.1 | 9.4 | 8.2 | 6.2 | 4.5 | 7.2 | |
| Sets-In-Use | | 23.9 | 23.7 | 25.5 | 23.7 | 19.5 | 23.4 | |
| Available Homes | | 64.6 | 62.7 | 68.2 | 68.7 | 57.4 | 60.7 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 8:30 P.M. | ABC | 9.9 | 14.1 | 6.7 | 4.8 | 5.9 | 9.3 | 5:30 P.M. |
| | CBS | 5.8 | 6.0 | 6.1 | 7.0 | 5.9 | 3.1 | to |
| | MBS | 2.7 | 2.5 | 2.8 | 2.5 | 3.0 | 3.1 | 6:00 P.M. |
| | NBC | 6.2 | 5.7 | 7.0 | 6.5 | 6.3 | 6.0 | |
| Sets-In-Use | | 27.7 | 30.9 | 24.0 | 23.2 | 22.2 | 31.4 | |
| Available Homes | | 65.1 | 65.5 | 63.7 | 67.1 | 63.7 | 63.4 | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: SUNDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time | EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|------------------------------|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|------------------------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | | | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | | | | | East | North Central | South | Mountain | Pacific | |
| 9:00 P.M. | ABC | 11.2 | 13.1 | 8.9 | 10.7 | 7.8 | 10.6 | 6:00 P.M. to 6:30 P.M. | 10:30 P.M. | ABC | 2.8† | 2.5† | 2.2 | 3.2 | 3.0 | 4.7 | 7:30 P.M. to 8:00 P.M. |
| to | CBS | 5.1 | 5.5 | 5.6 | 5.3 | 3.9 | 3.0 | | to | CBS | 4.0† | 3.8† | 4.7 | 3.8 | 4.1 | 3.9 | |
| 9:30 P.M. | MBS | 2.3 | 2.1 | 2.2 | 2.3 | 2.1 | 3.2 | | 11:00 P.M. | MBS | 1.8† | 1.2† | 2.6 | 1.5 | 2.1 | 2.8 | |
| to | NBC | 6.4 | 6.5 | 7.7 | 5.4 | 6.9 | 5.0 | | to | NBC | 11.0† | 9.0† | 13.4 | 10.6 | 14.5 | 12.8 | |
| Sets-In-Use | | 27.4 | 30.1 | 25.6 | 25.7 | 21.3 | 25.9 | | Sets-In-Use | | 21.8† | 19.0† | 24.3 | 21.3 | 25.2 | 26.8 | |
| Available Homes | | 65.1 | 65.6 | 65.4 | 67.3 | 58.4 | 62.1 | | Available Homes | | 69.0† | 67.7† | 71.0 | 74.0 | 66.0 | 62.9 | |

| | | | | | | | | | | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|------------------------------|------------------|-----|--|--|--|--|------|------|------------------------------|
| 9:30 P.M. to | ABC | 6.2 | 6.6 | 5.1 | 5.4 | 5.4 | 8.5 | 6:30 P.M. to 7:00 P.M. | 11:00 P.M. to | ABC | | | | | 9.0 | 6.9 | 8:00 P.M. to 8:30 P.M. |
| | CBS | 7.2 | 8.2 | 7.8 | 5.1 | 3.5 | 6.6 | | | CBS | | | | | 3.6 | 6.1 | |
| 10:00 P.M. | MBS | 1.8 | 1.7 | 2.0 | 2.0 | 1.7 | 1.6 | | 11:30 P.M. | MBS | | | | | 3.1 | 8.1 | |
| | NBC | 7.2 | 6.6 | 7.8 | 7.4 | 9.5 | 7.2 | | | NBC | | | | | 7.5 | 5.5 | |
| Sets-In-Use | | 24.8 | 26.0 | 24.0 | 22.2 | 21.2 | 27.7 | | Sets-In-Use | | | | | | 25.5 | 30.7 | |
| Available Homes | | 66.7 | 67.0 | 67.4 | 68.3 | 62.4 | 63.4 | | Available Homes | | | | | | 68.4 | 63.3 | |

| | | | | | | | | | | | | | | | | | |
|------------------|-----|------|------|------|------|------|------|------------------------------|------------------|-----|--|--|--|--|------|------|------------------------------|
| 10:00 P.M. to | ABC | 4.5 | 4.9 | 3.8 | 4.2 | 5.1 | 5.1 | 7:00 P.M. to 7:30 P.M. | 11:30 P.M. to | ABC | | | | | 2.1 | 4.0 | 8:30 P.M. to 9:00 P.M. |
| | CBS | 4.3 | 4.6 | 4.8 | 3.4 | 3.1 | 4.1 | | | CBS | | | | | 4.1 | 11.7 | |
| 10:30 P.M. | MBS | 1.8 | 1.5 | 2.6 | 1.4 | 1.6 | 2.2 | | 12:00 Mid. | MBS | | | | | 3.8 | 5.7 | |
| | NBC | 11.8 | 11.1 | 13.6 | 11.2 | 10.3 | 12.0 | | | NBC | | | | | 4.3 | 6.4 | |
| Sets-In-Use | | 25.1 | 25.5 | 26.5 | 22.3 | 21.9 | 26.8 | | Sets-In-Use | | | | | | 16.8 | 31.3 | |
| Available Homes | | 68.6 | 68.3 | 71.4 | 70.7 | 59.8 | 64.1 | | Available Homes | | | | | | 64.6 | 65.1 | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: SUNDAYS

| WESTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time | EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|--------------------------------|-----------------|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | | | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | | | | | East | North Central | South | Mountain | Pacific | |
| 9:00 | ABC | | | | | 1.9 | 9:00 P.M. to 9:30 P.M. | | ABC | | | | | | | | |
| | CBS | | | | | 15.7 | | | CBS | | | | | | | | |
| | MBS | | | | | 4.0 | | | MBS | | | | | | | | |
| | NBC | | | | | 6.4 | | | NBC | | | | | | | | |
| Sets-In-Use | | | | | | 30.7 | | Sets-In-Use | | | | | | | | | |
| Available Homes | | | | | | 68.3 | | Available Homes | | | | | | | | | |
| 9:30 | ABC | | | | | 2.2 | 9:30 P.M. to 10:00 P.M. | | ABC | | | | | | | | |
| | CBS | | | | | 7.7 | | | CBS | | | | | | | | |
| | MBS | | | | | 2.8 | | | MBS | | | | | | | | |
| | NBC | | | | | 8.3 | | | NBC | | | | | | | | |
| Sets-In-Use | | | | | | 25.5 | | Sets-In-Use | | | | | | | | | |
| Available Homes | | | | | | 69.8 | | Available Homes | | | | | | | | | |
| 10:00 | ABC | | | | | 1.6 | 10:00 P.M. to 10:15 P.M. | | ABC | | | | | | | | |
| | CBS | | | | | 7.0 | | | CBS | | | | | | | | |
| | MBS | | | | | 1.5 | | | MBS | | | | | | | | |
| | NBC | | | | | 9.2 | | | NBC | | | | | | | | |
| Sets-In-Use | | | | | | 22.0 | | Sets-In-Use | | | | | | | | | |
| Available Homes | | | | | | 70.9 | | Available Homes | | | | | | | | | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 8:00 A.M. | ABC | 1.8† | 1.8 | | | | | |
| to | CBS | 3.2† | 3.2 | | | | | |
| 8:15 A.M. | MBS | 2.6† | 2.6 | | | | | |
| | NBC | 3.0† | 3.0 | | | | | |
| Sets-In-Use | | 12.9† | 12.9 | | | | | |
| Available Homes | | 76.6† | 76.6 | | | | | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 8:45 A.M. | ABC | 2.2† | 2.2 | | | | | |
| to | CBS | 2.3† | 2.3 | | | | | |
| 9:00 A.M. | MBS | 1.8† | 1.8 | | | | | |
| | NBC | 2.9† | 2.9 | | | | | |
| Sets-In-Use | | 12.0† | 12.0 | | | | | |
| Available Homes | | 74.6† | 74.6 | | | | | |

| | | | | | | | | |
|-----------------|-----|-------|------|--|--|--|--|--|
| 8:15 A.M. | ABC | 1.7† | 1.7 | | | | | |
| to | CBS | 2.2† | 2.2 | | | | | |
| 8:30 A.M. | MBS | 2.4† | 2.4 | | | | | |
| | NBC | 2.8† | 2.8 | | | | | |
| Sets-In-Use | | 11.6† | 11.6 | | | | | |
| Available Homes | | 76.9† | 76.9 | | | | | |

| | | | | | | | | |
|-----------------|-----|-------|------|------|------|--|--|--|
| 9:00 A.M. | ABC | 3.9† | 3.6 | 4.7 | 3.5 | | | |
| to | CBS | 3.0† | 2.8 | 3.5 | 2.8 | | | |
| 9:15 A.M. | MBS | 1.9† | 2.0 | 2.2 | 1.5 | | | |
| | NBC | 2.6† | 2.1 | 2.2 | 4.2 | | | |
| Sets-In-Use | | 14.1† | 13.2 | 14.7 | 15.4 | | | |
| Available Homes | | 77.0† | 73.5 | 82.1 | 79.0 | | | |

| | | | | | | | | |
|-----------------|-----|-------|------|--|--|--|--|--|
| 8:30 A.M. | ABC | 1.6† | 1.6 | | | | | |
| to | CBS | 2.4† | 2.4 | | | | | |
| 8:45 A.M. | MBS | 1.9† | 1.9 | | | | | |
| | NBC | 2.7† | 2.7 | | | | | |
| Sets-In-Use | | 11.4† | 11.4 | | | | | |
| Available Homes | | 75.5† | 75.5 | | | | | |

| | | | | | | | | |
|-----------------|-----|-------|------|------|------|--|--|--|
| 9:15 A.M. | ABC | 4.3† | 4.1 | 4.9 | 4.0 | | | |
| to | CBS | 2.7† | 3.0 | 2.5 | 2.2 | | | |
| 9:30 A.M. | MBS | 2.0† | 2.1 | 2.1 | 1.5 | | | |
| | NBC | 2.1† | 1.8 | 2.2 | 2.6 | | | |
| Sets-In-Use | | 13.4† | 13.4 | 13.4 | 13.5 | | | |
| Available Homes | | 76.5† | 73.9 | 80.8 | 77.3 | | | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 10:00 | ABC | 4.7† | 4.3 | 5.3 | 4.8 | | | |
| | CBS | 2.5† | 2.4 | 3.1 | 1.9 | | | |
| | MBS | 1.6† | 1.6 | 1.4 | 1.7 | | | |
| | NBC | 2.3† | 1.6 | 3.5 | 2.3 | | | |
| Sets-In-Use | | 13.5† | 12.5 | 15.0 | 13.8 | | | |
| Available Homes | | 75.5† | 72.3 | 79.6 | 78.0 | | | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 10:15 A.M. | ABC | 4.7† | 4.0 | 5.1 | 5.8 | 4.2 | | |
| to | CBS | 2.5† | 2.7 | 2.3 | 2.3 | 2.4 | | |
| 10:30 A.M. | MBS | 1.3† | 1.6 | 0.9 | 1.4 | 1.5 | | |
| | NBC | 3.5† | 3.1 | 4.0 | 3.5 | 4.9 | | |
| Sets-In-Use | | 14.7† | 14.2 | 14.4 | 16.3 | 14.6 | | |
| Available Homes | | 72.8† | 70.2 | 75.6 | 74.3 | 78.8 | | |

| | | | | | | | |
|-----------------|-----|-------|------|------|------|--|--|
| 10:15 | ABC | 5.1† | 4.8 | 5.4 | 4.5 | | |
| | CBS | 2.4† | 2.4 | 2.7 | 2.2 | | |
| | MBS | 1.6† | 1.8 | 1.7 | 1.2 | | |
| | NBC | 2.0† | 1.6 | 2.3 | 2.5 | | |
| Sets-In-Use | | 13.9† | 13.5 | 14.6 | 14.3 | | |
| Available Homes | | 74.3† | 71.9 | 78.6 | 74.8 | | |

| | | | | | | | |
|-----------------|-----|-------|------|------|------|------|--|
| 10:30 A.M. | ABC | 3.6† | 3.2 | 4.1 | 3.5 | 5.0 | |
| to | CBS | 2.8† | 2.8 | 3.1 | 2.5 | 3.6 | |
| 10:45 A.M. | MBS | 1.4† | 1.1 | 1.9 | 1.5 | 1.4 | |
| | NBC | 4.4† | 4.3 | 4.5 | 4.6 | 4.6 | |
| Sets-In-Use | | 15.2† | 14.5 | 16.0 | 15.7 | 16.1 | |
| Available Homes | | 71.8† | 68.5 | 75.6 | 73.3 | 78.0 | |

| | | | | | | | |
|-----------------|-----|-------|------|------|------|------|--|
| 10:45 | ABC | 5.3† | 5.3 | 5.8 | 5.1 | 2.8 | |
| | CBS | 2.4† | 2.3 | 2.1 | 2.9 | 1.9 | |
| | MBS | 1.7† | 1.7 | 1.6 | 1.5 | 2.8 | |
| | NBC | 3.1† | 2.7 | 3.6 | 3.0 | 5.0 | |
| Sets-In-Use | | 14.9† | 14.8 | 14.6 | 15.7 | 15.0 | |
| Available Homes | | 73.9† | 71.0 | 77.4 | 75.1 | 79.5 | |

| | | | | | | | |
|-----------------|-----|-------|------|------|------|------|--|
| 10:45 A.M. | ABC | 2.9† | 2.7 | 3.2 | 2.8 | 4.1 | |
| to | CBS | 3.3† | 3.5 | 4.0 | 2.2 | 3.2 | |
| 11:00 A.M. | MBS | 1.4† | 1.5 | 1.7 | 1.2 | 0.6 | |
| | NBC | 4.2† | 4.0 | 3.8 | 5.3 | 4.3 | |
| Sets-In-Use | | 15.0† | 15.2 | 14.9 | 14.8 | 14.0 | |
| Available Homes | | 71.6† | 68.3 | 74.6 | 74.4 | 75.5 | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|------------------------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 11:00 A.M. | ABC | 3.4 | 3.1 | 4.0 | 3.7 | 3.8 | 3.2 | 8:00 A.M. to 8:15 A.M. |
| to | CBS | 4.7 | 5.7 | 6.2 | 2.9 | 5.1 | 1.4 | |
| 11:15 A.M. | MBS | 1.4 | 1.5 | 1.5 | 0.9 | 1.3 | 1.9 | |
| | NBC | 3.8 | 3.4 | 3.0 | 4.9 | 5.2 | 4.2 | |
| Sets-In-Use | | 16.0 | 16.7 | 16.4 | 15.9 | 17.5 | 13.0 | |
| Available Homes | | 71.1 | 68.5 | 73.1 | 70.9 | 75.1 | 75.7 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|------------------------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 11:45 A.M. | ABC | 2.9 | 2.3 | 2.4 | 3.6 | 3.3 | 4.4 | 8:45 A.M. to 9:00 A.M. |
| to | CBS | 5.4 | 6.6 | 6.1 | 3.5 | 3.5 | 3.6 | |
| 12:00 NOON | MBS | 1.7 | 1.8 | 1.8 | 1.9 | 2.9 | 1.0 | |
| | NBC | 2.8 | 2.1 | 2.5 | 4.5 | 6.0 | 1.9 | |
| Sets-In-Use | | 16.3 | 16.8 | 15.6 | 17.5 | 18.3 | 13.6 | |
| Available Homes | | 69.8 | 67.9 | 70.6 | 69.7 | 71.9 | 74.0 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|------------------------------|
| 11:15 A.M. | ABC | 3.8 | 3.2 | 4.2 | 3.9 | 5.8 | 4.6 | 8:15 A.M. to 8:30 A.M. |
| to | CBS | 5.8 | 6.3 | 7.8 | 4.6 | 7.3 | 2.1 | |
| 11:30 A.M. | MBS | 1.4 | 1.6 | 1.2 | 1.1 | 1.6 | 1.3 | |
| | NBC | 2.8 | 2.5 | 2.6 | 3.3 | 3.6 | 3.3 | |
| Sets-In-Use | | 16.8 | 16.8 | 17.9 | 16.7 | 19.4 | 14.4 | |
| Available Homes | | 70.9 | 68.3 | 72.5 | 70.6 | 74.9 | 75.7 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|------------------------------|
| 12:00 NOON | ABC | 4.0 | 4.0 | 3.5 | 3.9 | 4.2 | 4.9 | 9:00 A.M. to 9:15 A.M. |
| to | CBS | 4.6 | 5.3 | 5.2 | 2.8 | 5.5 | 3.1 | |
| 12:15 P.M. | MBS | 2.1 | 2.3 | 1.8 | 1.5 | 3.8 | 2.1 | |
| | NBC | 2.7 | 2.9 | 2.2 | 3.8 | 2.9 | 1.3 | |
| Sets-In-Use | | 17.0 | 18.6 | 15.3 | 16.8 | 17.7 | 14.2 | |
| Available Homes | | 69.8 | 67.9 | 70.4 | 71.0 | 72.9 | 72.2 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|------------------------------|
| 11:30 A.M. | ABC | 2.9 | 2.4 | 3.0 | 2.9 | 3.6 | 4.0 | 8:30 A.M. to 8:45 A.M. |
| to | CBS | 5.1 | 5.6 | 6.5 | 3.5 | 5.7 | 2.8 | |
| 11:45 A.M. | MBS | 1.6 | 1.4 | 1.9 | 1.7 | 2.5 | 1.3 | |
| | NBC | 2.8 | 2.5 | 2.9 | 3.8 | 3.9 | 2.2 | |
| Sets-In-Use | | 15.5 | 15.5 | 16.7 | 15.4 | 17.3 | 13.2 | |
| Available Homes | | 70.0 | 67.2 | 72.2 | 70.7 | 72.3 | 73.6 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|------------------------------|
| 12:15 P.M. | ABC | 4.1 | 3.6 | 4.6 | 4.3 | 3.2 | 4.9 | 9:15 A.M. to 9:30 A.M. |
| to | CBS | 5.2 | 6.3 | 5.9 | 2.7 | 5.2 | 4.0 | |
| 12:30 P.M. | MBS | 1.7 | 1.9 | 1.4 | 1.4 | 2.9 | 1.4 | |
| | NBC | 2.4 | 2.9 | 1.8 | 2.7 | 2.6 | 1.4 | |
| Sets-In-Use | | 17.1 | 19.1 | 16.7 | 14.8 | 15.7 | 14.5 | |
| Available Homes | | 69.6 | 68.4 | 70.2 | 69.1 | 72.8 | 72.6 | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time | EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|-----------------|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|------------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | | | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | | | | | East | North Central | South | Mountain | Pacific | |
| 9:30 A.M. | ABC | 2.9 | 2.4 | 2.8 | 2.6 | 3.1 | 5.7 | 9:30 A.M. | ABC | 2.4 | 2.0 | 2.0 | 2.5 | 2.1 | 4.3 | 10:15 A.M. | |
| | CBS | 6.1 | 7.2 | 6.6 | 4.2 | 6.5 | 4.2 | | | CBS | 6.0 | 6.1 | 7.0 | 4.8 | 8.7 | | 4.9 |
| | MBS | 1.5 | 1.9 | 1.3 | 1.4 | 2.0 | 0.8 | | | MBS | 1.9 | 2.0 | 2.0 | 2.0 | 2.3 | | 1.1 |
| | NBC | 2.2 | 2.1 | 2.2 | 2.6 | 3.5 | 1.4 | | | NBC | 2.3 | 1.6 | 3.6 | 3.1 | 2.8 | | 1.0 |
| Sets-In-Use | | 16.4 | 17.2 | 16.3 | 15.6 | 18.1 | 14.4 | Sets-In-Use | | 16.6 | 16.1 | 17.9 | 16.7 | 18.5 | 14.8 | | |
| Available Homes | | 69.6 | 68.1 | 71.0 | 70.4 | 69.2 | 71.1 | Available Homes | | 69.4 | 66.5 | 73.8 | 71.2 | 69.5 | 68.9 | | |
| 9:45 A.M. | ABC | 2.7 | 2.4 | 2.2 | 2.5 | 2.2 | 5.3 | 9:45 A.M. | ABC | 2.6 | 2.1 | 1.9 | 2.2 | 4.0 | 5.6 | 10:30 A.M. | |
| | CBS | 5.9 | 6.4 | 6.5 | 4.6 | 7.7 | 4.4 | | | CBS | 5.7 | 5.7 | 6.9 | 4.8 | 7.1 | | 3.8 |
| | MBS | 1.8 | 1.8 | 2.0 | 1.7 | 2.5 | 0.9 | | | MBS | 1.6 | 1.6 | 1.7 | 1.7 | 2.1 | | 1.1 |
| | NBC | 2.2 | 1.5 | 3.1 | 2.9 | 2.6 | 1.6 | | | NBC | 2.6 | 2.0 | 3.2 | 3.8 | 3.7 | | 1.5 |
| Sets-In-Use | | 16.0 | 15.6 | 17.1 | 16.0 | 16.8 | 15.2 | Sets-In-Use | | 16.5 | 16.1 | 16.9 | 16.9 | 18.8 | 15.5 | | |
| Available Homes | | 68.5 | 66.1 | 71.4 | 69.0 | 68.7 | 71.0 | Available Homes | | 68.7 | 65.0 | 72.9 | 71.9 | 70.6 | 68.4 | | |
| 10:00 A.M. | ABC | 2.5 | 2.5 | 2.2 | 1.6 | 1.6 | 4.9 | 10:00 A.M. | ABC | 2.3 | 1.9 | 1.8 | 2.5 | 3.7 | 3.8 | 10:45 A.M. | |
| | CBS | 5.9 | 6.3 | 6.7 | 5.1 | 5.5 | 3.8 | | | CBS | 4.9 | 4.8 | 6.4 | 4.3 | 5.7 | | 3.1 |
| | MBS | 2.4 | 2.3 | 1.4 | 2.9 | 4.0 | 3.0 | | | MBS | 2.0 | 1.8 | 2.3 | 2.6 | 2.6 | | 0.8 |
| | NBC | 2.8 | 1.9 | 4.4 | 3.8 | 1.5 | 1.5 | | | NBC | 2.5 | 1.7 | 3.2 | 3.8 | 3.5 | | 1.9 |
| Sets-In-Use | | 17.3 | 17.0 | 17.6 | 18.0 | 16.5 | 16.5 | Sets-In-Use | | 15.7 | 14.9 | 17.1 | 17.3 | 18.3 | 12.8 | | |
| Available Homes | | 69.2 | 67.3 | 70.6 | 70.9 | 70.1 | 70.3 | Available Homes | | 67.4 | 64.3 | 71.1 | 71.0 | 68.7 | 65.9 | | |
| 10:15 A.M. | ABC | 2.5 | 2.5 | 2.2 | 1.6 | 1.6 | 4.9 | 10:15 A.M. | ABC | 2.3 | 1.9 | 1.8 | 2.5 | 3.7 | 3.8 | 11:00 A.M. | |
| | CBS | 5.9 | 6.3 | 6.7 | 5.1 | 5.5 | 3.8 | | | CBS | 4.9 | 4.8 | 6.4 | 4.3 | 5.7 | | 3.1 |
| | MBS | 2.4 | 2.3 | 1.4 | 2.9 | 4.0 | 3.0 | | | MBS | 2.0 | 1.8 | 2.3 | 2.6 | 2.6 | | 0.8 |
| | NBC | 2.8 | 1.9 | 4.4 | 3.8 | 1.5 | 1.5 | | | NBC | 2.5 | 1.7 | 3.2 | 3.8 | 3.5 | | 1.9 |
| Sets-In-Use | | 17.3 | 17.0 | 17.6 | 18.0 | 16.5 | 16.5 | Sets-In-Use | | 15.7 | 14.9 | 17.1 | 17.3 | 18.3 | 12.8 | | |
| Available Homes | | 69.2 | 67.3 | 70.6 | 70.9 | 70.1 | 70.3 | Available Homes | | 67.4 | 64.3 | 71.1 | 71.0 | 68.7 | 65.9 | | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time | EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|-----------------|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | | | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | | | | | East | North Central | South | Mountain | Pacific | |
| 2:00 P.M. | ABC | 1.9 | 1.7 | 1.6 | 2.0 | 2.2 | 3.1 | 11:00 A.M. | 2:45 P.M. | ABC | 3.6 | 3.1 | 5.1 | 5.0 | 1.5 | 1.3 | 11:45 A.M. |
| to | CBS | 4.1 | 4.3 | 4.7 | 2.6 | 5.2 | 3.7 | to | CBS | 3.1 | 3.1 | 3.1 | 2.6 | 3.9 | 3.2 | to | |
| 2:15 P.M. | MBS | 3.1 | 2.4 | 4.3 | 3.6 | 5.6 | 1.3 | 11:15 A.M. | 3:00 P.M. | MBS | 1.8 | 1.6 | 1.6 | 1.1 | 2.6 | 3.8 | 12:00 NOON |
| | NBC | 3.1 | 2.0 | 3.6 | 5.0 | 3.7 | 2.9 | | NBC | 3.7 | 2.9 | 3.3 | 5.8 | 6.6 | 3.4 | | |
| Sets-In-Use | | 16.5 | 15.5 | 17.2 | 17.5 | 21.1 | 15.2 | Sets-In-Use | | 17.0 | 16.6 | 16.8 | 18.8 | 19.6 | 15.4 | | |
| Available Homes | | 66.9 | 63.3 | 71.0 | 69.9 | 72.2 | 65.1 | Available Homes | | 65.2 | 61.6 | 68.3 | 69.4 | 70.0 | 63.6 | | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|------------|
| 2:15 P.M. | ABC | 1.9 | 1.9 | 1.8 | 1.9 | 1.6 | 2.4 | 11:15 A.M. |
| to | CBS | 3.9 | 4.0 | 4.8 | 2.7 | 4.3 | 3.5 | to |
| 2:30 P.M. | MBS | 3.4 | 3.0 | 4.2 | 4.2 | 6.1 | 0.9 | 11:30 A.M. |
| | NBC | 3.4 | 2.5 | 3.2 | 5.2 | 4.7 | 3.5 | |
| Sets-In-Use | | 17.1 | 16.5 | 17.7 | 18.8 | 19.7 | 14.3 | |
| Available Homes | | 66.7 | 63.0 | 70.8 | 71.7 | 71.2 | 63.3 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|------------|
| 3:00 P.M. | ABC | 3.4 | 3.3 | 4.2 | 4.6 | 0.9 | 1.6 | 12:00 NOON |
| to | CBS | 2.8 | 2.6 | 3.3 | 2.3 | 3.7 | 2.7 | to |
| 3:15 P.M. | MBS | 1.7 | 1.2 | 1.9 | 1.2 | 1.9 | 3.8 | 12:15 P.M. |
| | NBC | 4.1 | 3.1 | 3.8 | 6.4 | 7.2 | 3.7 | |
| Sets-In-Use | | 16.5 | 15.4 | 17.0 | 18.3 | 17.3 | 16.4 | |
| Available Homes | | 65.2 | 61.5 | 67.3 | 69.9 | 67.2 | 65.8 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|------------|
| 2:30 P.M. | ABC | 3.6 | 3.1 | 4.2 | 5.3 | 3.2 | 1.2 | 11:30 A.M. |
| to | CBS | 3.1 | 3.0 | 3.5 | 2.8 | 2.3 | 3.6 | to |
| 2:45 P.M. | MBS | 1.9 | 1.6 | 2.0 | 1.3 | 3.2 | 3.0 | 11:45 A.M. |
| | NBC | 3.5 | 2.5 | 3.3 | 5.3 | 5.8 | 3.4 | |
| Sets-In-Use | | 16.7 | 15.9 | 16.7 | 18.6 | 18.2 | 15.5 | |
| Available Homes | | 65.9 | 62.3 | 67.8 | 70.5 | 67.2 | 65.1 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|------------|
| 3:15 P.M. | ABC | 3.4 | 3.1 | 4.1 | 4.7 | 1.7 | 1.6 | 12:15 P.M. |
| to | CBS | 2.6 | 2.5 | 2.9 | 1.9 | 4.5 | 2.6 | to |
| 3:30 P.M. | MBS | 1.6 | 1.5 | 1.7 | 1.3 | 1.7 | 2.7 | 12:30 P.M. |
| | NBC | 4.5 | 3.0 | 4.7 | 6.5 | 7.6 | 5.0 | |
| Sets-In-Use | | 17.0 | 16.1 | 17.4 | 18.1 | 18.9 | 16.8 | |
| Available Homes | | 65.0 | 61.8 | 68.3 | 68.9 | 66.7 | 63.8 | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time | EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|-----------------|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | | | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | | | | | East | North Central | South | Mountain | Pacific | |
| 12:30 P.M. | ABC | 2.2 | 2.0 | 3.0 | 2.0 | 1.4 | 2.0 | 12:30 P.M. | 4:15 P.M. | ABC | 1.7 | 1.4 | 2.0 | 1.9 | 1.9 | 2.1 | 1:15 P.M. |
| | CBS | 3.2 | 3.1 | 4.0 | 2.7 | 4.2 | 2.6 | | | CBS | 2.8 | 2.7 | 3.8 | 2.6 | 2.1 | 1.8 | |
| | MBS | 1.4 | 1.1 | 1.7 | 0.9 | 1.1 | 2.7 | | | MBS | 1.5 | 1.6 | 1.9 | 1.1 | 1.9 | 1.1 | |
| | NBC | 5.8 | 4.1 | 4.9 | 9.9 | 10.1 | 5.7 | | | NBC | 6.0 | 4.5 | 5.4 | 9.6 | 6.9 | 6.8 | |
| Sets-In-Use | | 17.2 | 16.0 | 17.2 | 19.1 | 21.1 | 17.4 | Sets-In-Use | | 17.1 | 16.6 | 16.7 | 19.6 | 16.1 | 16.2 | | |
| Available Homes | | 65.0 | 62.8 | 67.4 | 67.3 | 66.0 | 63.9 | Available Homes | | 66.9 | 65.4 | 67.8 | 68.5 | 61.7 | 62.1 | | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|------------|
| 1:15 P.M. | ABC | 2.1 | 1.9 | 2.7 | 1.7 | 2.0 | 2.4 | 12:45 P.M. |
| | CBS | 3.1 | 3.0 | 4.6 | 2.4 | 2.9 | 1.9 | |
| | MBS | 1.2 | 1.0 | 1.6 | 0.8 | 1.9 | 1.4 | |
| | NBC | 5.9 | 3.8 | 6.1 | 10.7 | 7.0 | 5.6 | |
| Sets-In-Use | | 16.9 | 15.6 | 18.8 | 19.2 | 16.9 | 14.2 | |
| Available Homes | | 65.1 | 62.5 | 67.5 | 68.9 | 65.5 | 63.8 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 1:30 P.M. | ABC | 1.7 | 1.4 | 1.9 | 1.8 | 2.3 | 1.8 | 1:30 P.M. |
| | CBS | 2.3 | 2.1 | 2.2 | 2.8 | 3.8 | 2.3 | |
| | MBS | 1.4 | 1.4 | 2.0 | 0.8 | 2.3 | 0.9 | |
| | NBC | 5.3 | 4.2 | 4.9 | 8.0 | 5.8 | 5.9 | |
| Sets-In-Use | | 15.8 | 15.5 | 15.0 | 18.1 | 16.9 | 14.4 | |
| Available Homes | | 66.5 | 66.8 | 67.3 | 69.2 | 63.4 | 61.0 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 1:45 P.M. | ABC | 1.6 | 1.5 | 1.7 | 1.4 | 2.0 | 2.2 | 1:00 P.M. |
| | CBS | 2.9 | 2.6 | 4.1 | 2.7 | 2.0 | 2.6 | |
| | MBS | 1.5 | 1.6 | 1.8 | 0.8 | 2.3 | 1.4 | |
| | NBC | 6.0 | 4.4 | 4.9 | 10.8 | 6.2 | 6.1 | |
| Sets-In-Use | | 17.0 | 16.5 | 16.2 | 20.2 | 16.1 | 15.8 | |
| Available Homes | | 65.9 | 64.8 | 68.0 | 68.0 | 64.7 | 63.2 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 2:00 P.M. | ABC | 1.3 | 1.2 | 1.3 | 1.6 | 0.9 | 1.3 | 1:45 P.M. |
| | CBS | 2.2 | 2.1 | 2.2 | 2.2 | 3.9 | 2.5 | |
| | MBS | 1.6 | 1.5 | 2.3 | 0.8 | 3.9 | 0.9 | |
| | NBC | 5.9 | 5.2 | 5.2 | 8.5 | 4.4 | 6.5 | |
| Sets-In-Use | | 15.8 | 15.8 | 15.0 | 17.1 | 15.9 | 15.4 | |
| Available Homes | | 67.8 | 68.6 | 69.6 | 70.0 | 64.4 | 59.0 | |

"SECTIONAL" HOOPERATINGS

PERIOD: MAY 1948, THRU SEPTEMBER, 1948

DAYTIME-EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time | |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|----|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | | |
| | | | East | North Central | South | Mountain | Pacific | | |
| 5:00 P.M. | ABC | 1.7 | 1.0 | 1.2 | 1.8 | 1.7 | 1.8 | 2:00 P.M. | |
| to | CBS | 2.1 | 2.0 | 2.1 | 2.2 | 2.0 | 2.5 | | to |
| 5:15 P.M. | MBS | 1.6 | 1.4 | 2.5 | 1.0 | 2.6 | 1.1 | | |
| | NBC | 6.7 | 6.0 | 6.2 | 9.9 | 5.8 | 5.4 | | |
| Sets-In-Use | | 17.1 | 17.9 | 16.0 | 18.7 | 14.1 | 14.5 | | |
| Available Homes | | 68.0 | 69.9 | 70.2 | 71.4 | 63.7 | 58.5 | | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time | |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|----|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | | |
| | | | East | North Central | South | Mountain | Pacific | | |
| 5:45 P.M. | ABC | 2.1 | 2.0 | 1.6 | 1.7 | 4.3 | 3.0 | 2:45 P.M. | |
| to | CBS | 3.0 | 3.4 | 2.4 | 3.1 | 1.5 | 2.9 | | to |
| 6:00 P.M. | MBS | 2.2 | 2.2 | 3.1 | 2.0 | 3.7 | 0.7 | | |
| | NBC | 4.2 | 3.9 | 4.6 | 4.5 | 3.9 | 4.0 | | |
| Sets-In-Use | | 16.5 | 18.2 | 15.2 | 15.7 | 16.3 | 14.2 | | |
| Available Homes | | 72.3 | 75.4 | 73.0 | 74.2 | 64.1 | 60.1 | | |

| | | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|----|
| 5:15 P.M. | ABC | 1.8 | 1.7 | 1.6 | 2.0 | 1.6 | 2.1 | 2:15 P.M. | |
| to | CBS | 2.3 | 2.2 | 2.5 | 2.6 | 1.7 | 2.5 | | to |
| 5:30 P.M. | MBS | 1.7 | 1.7 | 2.0 | 1.7 | 2.3 | 0.9 | | |
| | NBC | 6.3 | 5.8 | 6.2 | 8.5 | 5.8 | 5.4 | | |
| Sets-In-Use | | 16.9 | 17.3 | 15.1 | 18.5 | 13.7 | 15.4 | | |
| Available Homes | | 70.3 | 72.3 | 72.0 | 71.3 | 63.8 | 60.5 | | |

| | | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|----|
| 6:00 P.M. | ABC | 2.3 | 2.1 | 1.9 | 2.1 | 4.6 | 3.0 | 3:00 P.M. | |
| to | CBS | 3.4 | 3.7 | 3.6 | 2.6 | 3.1 | 2.9 | | to |
| 6:15 P.M. | MBS | 2.1 | 2.5 | 2.3 | 1.7 | 2.8 | 0.7 | | |
| | NBC | 4.7 | 5.2 | 3.5 | 5.6 | 3.4 | 4.4 | | |
| Sets-In-Use | | 17.5 | 20.2 | 15.4 | 15.8 | 15.2 | 15.1 | | |
| Available Homes | | 74.2 | 77.4 | 76.1 | 76.1 | 65.8 | 59.4 | | |

| | | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|----|
| 5:30 P.M. | ABC | 2.2 | 2.2 | 1.6 | 1.9 | 4.5 | 3.2 | 2:30 P.M. | |
| to | CBS | 2.6 | 2.9 | 2.1 | 2.3 | 1.6 | 3.0 | | to |
| 5:45 P.M. | MBS | 1.7 | 1.5 | 2.4 | 1.6 | 3.1 | 0.3 | | |
| | NBC | 4.9 | 4.6 | 5.2 | 5.8 | 4.0 | 4.5 | | |
| Sets-In-Use | | 16.5 | 18.2 | 14.8 | 15.9 | 14.3 | 15.2 | | |
| Available Homes | | 71.2 | 74.1 | 71.9 | 72.4 | 62.7 | 60.5 | | |

| | | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|----|
| 6:15 P.M. | ABC | 2.5 | 2.5 | 2.2 | 2.4 | 3.2 | 3.0 | 3:15 P.M. | |
| to | CBS | 3.0 | 3.0 | 4.3 | 2.4 | 1.8 | 2.2 | | to |
| 6:30 P.M. | MBS | 2.4 | 3.0 | 2.3 | 2.2 | 3.2 | 0.9 | | |
| | NBC | 4.1 | 4.3 | 3.1 | 4.7 | 3.2 | 4.4 | | |
| Sets-In-Use | | 17.1 | 19.7 | 15.5 | 16.0 | 13.2 | 14.1 | | |
| Available Homes | | 75.2 | 78.2 | 78.4 | 76.8 | 67.6 | 59.3 | | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|-----------------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 3:30 P.M. | ABC | 2.4 | 2.5 | 2.1 | 2.4 | 3.4 | 2.3 | 3:30 P.M. |
| | CBS | 3.5 | 3.2 | 4.3 | 3.6 | 1.5 | 3.5 | |
| | | | | | | | | to |
| | MBS | 2.6 | 3.7 | 2.3 | 1.6 | 2.9 | 0.6 | 3:45 P.M. |
| 4:45 P.M. | NBC | 3.9 | 3.2 | 4.9 | 3.9 | 4.0 | 4.5 | |
| | Sets-In-Use | 17.7 | 19.6 | 18.0 | 15.2 | 15.9 | 14.6 | |
| | Available Homes | 75.9 | 77.6 | 80.2 | 76.6 | 68.0 | 61.1 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|-----------------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 7:15 P.M. | ABC | 2.5 | 2.5 | 2.1 | 3.6 | 1.7 | 1.5 | 4:15 P.M. |
| | CBS | 4.8 | 5.3 | 5.6 | 4.5 | 3.3 | 2.7 | |
| | | | | | | | | to |
| 7:30 P.M. | MBS | 3.0 | 3.2 | 3.5 | 1.8 | 2.8 | 3.2 | 4:30 P.M. |
| | NBC | 4.7 | 4.2 | 5.8 | 4.9 | 5.4 | 3.8 | |
| | Sets-In-Use | 19.6 | 21.0 | 20.9 | 18.2 | 16.8 | 15.5 | |
| | Available Homes | 75.8 | 74.9 | 81.4 | 79.2 | 71.9 | 64.8 | |

| | | | | | | | | |
|-----------|-----------------|------|------|------|------|------|------|-----------|
| 4:15 P.M. | ABC | 2.7 | 2.6 | 3.1 | 2.6 | 2.6 | 2.1 | 3:45 P.M. |
| | CBS | 4.5 | 5.3 | 4.9 | 3.5 | 2.4 | 3.2 | |
| | | | | | | | | to |
| 4:30 P.M. | MBS | 2.2 | 2.6 | 2.3 | 1.9 | 2.3 | 0.8 | 4:00 P.M. |
| 4:45 P.M. | NBC | 4.2 | 3.8 | 5.3 | 4.6 | 3.1 | 3.8 | |
| | Sets-In-Use | 18.7 | 21.0 | 19.7 | 16.3 | 14.3 | 13.8 | |
| | Available Homes | 76.0 | 77.2 | 81.0 | 76.9 | 69.9 | 60.6 | |

| | | | | | | | | |
|-----------|-----------------|------|------|------|------|------|------|-----------|
| 7:30 P.M. | ABC | 4.7 | 5.6 | 5.7 | 4.1 | 2.2 | 1.5 | 4:30 P.M. |
| | CBS | 4.7 | 5.2 | 5.0 | 5.3 | 3.5 | 2.0 | |
| | | | | | | | | to |
| 7:45 P.M. | MBS | 2.2 | 2.3 | 3.0 | 1.2 | 2.1 | 2.3 | 4:45 P.M. |
| | NBC | 3.5 | 3.1 | 4.1 | 4.0 | 4.0 | 3.1 | |
| | Sets-In-Use | 19.5 | 21.5 | 21.3 | 17.4 | 15.0 | 14.1 | |
| | Available Homes | 75.9 | 74.6 | 81.3 | 78.7 | 75.7 | 66.2 | |

| | | | | | | | | |
|-----------|-----------------|------|------|------|------|------|------|-----------|
| 4:00 P.M. | ABC | 2.2 | 2.1 | 3.0 | 2.3 | 2.0 | 1.3 | 4:00 P.M. |
| | CBS | 4.5 | 4.3 | 5.7 | 4.4 | 5.2 | 2.5 | |
| | | | | | | | | to |
| 4:15 P.M. | MBS | 2.9 | 3.4 | 2.5 | 2.8 | 1.4 | 2.5 | 4:15 P.M. |
| 4:30 P.M. | NBC | 5.4 | 5.6 | 6.2 | 4.9 | 4.5 | 4.2 | |
| | Sets-In-Use | 19.6 | 21.4 | 20.9 | 17.8 | 16.4 | 14.9 | |
| | Available Homes | 76.3 | 76.4 | 81.9 | 78.9 | 71.0 | 63.6 | |

| | | | | | | | | |
|-----------|-----------------|------|------|------|------|------|------|-----------|
| 7:45 P.M. | ABC | 5.0 | 6.3 | 5.3 | 4.9 | 2.5 | 1.4 | 4:45 P.M. |
| | CBS | 4.3 | 4.4 | 5.0 | 4.6 | 4.7 | 2.0 | |
| | | | | | | | | to |
| 8:00 P.M. | MBS | 2.1 | 2.0 | 2.4 | 1.6 | 2.5 | 2.5 | 5:00 P.M. |
| | NBC | 4.2 | 3.7 | 4.6 | 5.6 | 5.2 | 3.1 | |
| | Sets-In-Use | 19.8 | 21.3 | 20.9 | 19.4 | 18.2 | 14.3 | |
| | Available Homes | 75.0 | 73.1 | 79.8 | 77.5 | 75.8 | 69.2 | |

"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|------------------------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 8:00 P.M. | ABC | 3.8 | 4.0 | 4.0 | 4.6 | 1.6 | 2.0 | 5:00 P.M. to 5:15 P.M. |
| to | CBS | 5.7 | 6.2 | 6.4 | 5.5 | 7.5 | 2.8 | |
| | MBS | 2.7 | 3.2 | 2.7 | 1.9 | 2.7 | 2.1 | |
| 8:15 P.M. | NBC | 4.8 | 5.0 | 5.2 | 5.3 | 4.4 | 3.1 | |
| Sets-In-Use | | 21.0 | 23.0 | 21.2 | 20.4 | 19.7 | 15.4 | |
| Available Homes | | 74.7 | 72.5 | 78.3 | 77.2 | 78.0 | 71.2 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|------------------------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 8:45 P.M. | ABC | 4.6 | 4.7 | 4.4 | 5.6 | 4.1 | 3.0 | 5:45 P.M. to 6:00 P.M. |
| to | CBS | 7.4 | 7.8 | 8.2 | 7.1 | 7.5 | 4.5 | |
| | MBS | 3.3 | 3.9 | 3.3 | 3.0 | 2.3 | 2.2 | |
| 9:00 P.M. | NBC | 5.9 | 5.9 | 5.8 | 7.5 | 4.8 | 4.2 | |
| Sets-In-Use | | 26.1 | 26.7 | 24.3 | 27.1 | 20.3 | 21.2 | |
| Available Homes | | 74.6 | 73.2 | 74.3 | 76.0 | 75.7 | 77.5 | |

| EASTERN NETWORK TIME | Net-Work | Over-All Averages | East | North Central | South | Mountain | Pacific | Pacific Time | | | | | | | | | |
|----------------------|----------|-------------------|------|---------------|-------|----------|---------|--------------|-----------|-----|-----|-----|-----|-----|-----|-----|------------------------------|
| | | | | | | | | | 8:15 P.M. | ABC | 4.1 | 4.5 | 4.2 | 5.2 | 1.0 | 2.5 | 5:15 P.M. to 5:30 P.M. |
| | | | | | | | | | to | CBS | 6.4 | 6.8 | 7.3 | 6.3 | 8.0 | 2.6 | |
| | | | | | | | | | | MBS | 2.7 | 3.1 | 3.2 | 2.0 | 2.4 | 1.9 | |
| 8:30 P.M. | NBC | 4.7 | 4.6 | 4.9 | 5.6 | 5.5 | 3.4 | | | | | | | | | | |
| Sets-In-Use | | 22.3 | 24.4 | 22.0 | 22.0 | 20.9 | 16.6 | | | | | | | | | | |
| Available Homes | | 74.5 | 72.3 | 76.6 | 76.3 | 78.1 | 74.0 | | | | | | | | | | |

| EASTERN NETWORK TIME | Net-Work | Over-All Averages | East | North Central | South | Mountain | Pacific | Pacific Time | | | | | | | | | |
|----------------------|----------|-------------------|------|---------------|-------|----------|---------|--------------|-----------|-----|-----|-----|-----|-----|-----|-----|------------------------------|
| | | | | | | | | | 9:00 P.M. | ABC | 4.3 | 4.9 | 3.9 | 5.1 | 2.8 | 1.9 | 6:00 P.M. to 6:15 P.M. |
| | | | | | | | | | to | CBS | 7.2 | 7.6 | 8.2 | 6.5 | 8.5 | 4.9 | |
| | | | | | | | | | | MBS | 4.6 | 4.5 | 4.9 | 4.4 | 4.7 | 4.8 | |
| 9:15 P.M. | NBC | 6.9 | 7.0 | 6.9 | 7.3 | 6.1 | 5.9 | | | | | | | | | | |
| Sets-In-Use | | 28.3 | 30.9 | 26.8 | 28.0 | 24.8 | 23.4 | | | | | | | | | | |
| Available Homes | | 75.2 | 73.8 | 75.5 | 74.7 | 78.2 | 79.1 | | | | | | | | | | |

| EASTERN NETWORK TIME | Net-Work | Over-All Averages | East | North Central | South | Mountain | Pacific | Pacific Time | | | | | | | | | |
|----------------------|----------|-------------------|------|---------------|-------|----------|---------|--------------|-----------|-----|-----|-----|-----|-----|-----|-----|------------------------------|
| | | | | | | | | | 8:30 P.M. | ABC | 4.3 | 4.7 | 4.3 | 4.6 | 4.0 | 2.5 | 5:30 P.M. to 5:45 P.M. |
| | | | | | | | | | to | CBS | 7.1 | 7.9 | 7.8 | 6.5 | 7.2 | 3.9 | |
| | | | | | | | | | | MBS | 3.1 | 3.7 | 3.0 | 3.2 | 2.3 | 1.7 | |
| 8:45 P.M. | NBC | 5.3 | 5.3 | 5.2 | 6.4 | 5.2 | 4.3 | | | | | | | | | | |
| Sets-In-Use | | 24.4 | 27.3 | 23.3 | 24.0 | 21.2 | 18.6 | | | | | | | | | | |
| Available Homes | | 74.4 | 72.4 | 75.2 | 76.9 | 76.8 | 75.0 | | | | | | | | | | |

| EASTERN NETWORK TIME | Net-Work | Over-All Averages | East | North Central | South | Mountain | Pacific | Pacific Time | | | | | | | | | |
|----------------------|----------|-------------------|------|---------------|-------|----------|---------|--------------|-----------|-----|-----|-----|-----|-----|-----|-----|------------------------------|
| | | | | | | | | | 9:15 P.M. | ABC | 4.9 | 5.7 | 4.3 | 6.0 | 3.6 | 2.2 | 6:15 P.M. to 6:30 P.M. |
| | | | | | | | | | to | CBS | 8.0 | 8.3 | 9.0 | 6.9 | 8.2 | 6.4 | |
| | | | | | | | | | | MBS | 2.9 | 3.1 | 2.8 | 2.6 | 3.2 | 3.0 | |
| 9:30 P.M. | NBC | 7.8 | 7.7 | 8.0 | 8.1 | 8.1 | 7.1 | | | | | | | | | | |
| Sets-In-Use | | 29.2 | 31.9 | 27.5 | 28.8 | 26.7 | 24.4 | | | | | | | | | | |
| Available Homes | | 75.4 | 74.0 | 75.1 | 75.4 | 76.4 | 80.1 | | | | | | | | | | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

| WESTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 6:30 P.M. | ABC | 4.6 | 5.0 | 3.7 | 5.3 | 4.3 | 3.3 | 6:30 P.M. |
| | CBS | 7.4 | 7.4 | 8.4 | 6.6 | 6.8 | 6.9 | |
| | | | | | | | | to |
| 7:45 P.M. | MBS | 2.8 | 2.7 | 2.7 | 3.3 | 2.4 | 2.8 | 6:45 P.M. |
| | NBC | 8.0 | 7.6 | 8.9 | 8.2 | 7.5 | 7.3 | |
| Sets-In-Use | | 29.0 | 30.8 | 27.6 | 29.0 | 24.1 | 27.1 | |
| Available Homes | | 75.3 | 74.2 | 75.1 | 75.4 | 74.3 | 79.7 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 10:15 P.M. | ABC | 3.5 | 3.5 | 3.2 | 3.6 | 3.4 | 3.6 | 7:15 P.M. |
| | CBS | 7.0 | 6.5 | 8.5 | 5.4 | 9.7 | 7.7 | |
| | | | | | | | | to |
| 10:30 P.M. | MBS | 3.2 | 2.6 | 3.5 | 3.8 | 2.9 | 3.9 | 7:30 P.M. |
| | NBC | 7.6 | 6.9 | 8.6 | 7.8 | 7.6 | 7.5 | |
| Sets-In-Use | | 27.2 | 26.5 | 28.4 | 26.5 | 26.1 | 28.6 | |
| Available Homes | | 74.8 | 72.6 | 76.1 | 76.9 | 74.6 | 76.5 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 7:45 P.M. | ABC | 4.5 | 5.0 | 3.8 | 5.1 | 3.7 | 3.0 | 6:45 P.M. |
| | CBS | 7.6 | 7.8 | 8.6 | 6.0 | 9.3 | 6.6 | |
| | | | | | | | | to |
| 7:00 P.M. | MBS | 3.0 | 2.9 | 3.0 | 3.4 | 2.2 | 2.7 | 7:00 P.M. |
| | NBC | 8.3 | 7.6 | 9.3 | 8.9 | 7.1 | 8.7 | |
| Sets-In-Use | | 29.5 | 30.9 | 29.1 | 29.2 | 25.1 | 27.2 | |
| Available Homes | | 75.4 | 74.2 | 75.5 | 76.3 | 72.8 | 78.8 | |

| | | | | | | | | |
|-----------------|-----|--------|--------|------|------|------|------|-----------|
| 10:30 P.M. | ABC | 3.0 † | 2.6 † | 3.3 | 3.1 | 2.5 | 3.7 | 7:30 P.M. |
| | CBS | 5.6 † | 4.9 † | 6.6 | 4.5 | 8.1 | 6.9 | |
| | | | | | | | | to |
| 10:45 P.M. | MBS | 3.3 † | 2.2 † | 4.2 | 3.6 | 3.4 | 4.9 | 7:45 P.M. |
| | NBC | 6.8 † | 6.1 † | 7.6 | 6.9 | 6.8 | 7.2 | |
| Sets-In-Use | | 24.0 † | 22.4 † | 25.6 | 23.3 | 23.5 | 27.6 | |
| Available Homes | | 74.1 † | 71.6 † | 76.5 | 76.7 | 71.6 | 73.9 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 7:00 P.M. | ABC | 3.7 | 3.6 | 3.5 | 4.0 | 4.0 | 3.8 | 7:00 P.M. |
| | CBS | 7.2 | 7.0 | 8.2 | 6.0 | 9.8 | 7.2 | |
| | | | | | | | | to |
| 7:15 P.M. | MBS | 3.3 | 2.9 | 3.6 | 3.8 | 2.1 | 3.6 | 7:15 P.M. |
| | NBC | 7.6 | 7.1 | 8.6 | 7.8 | 7.3 | 7.1 | |
| Sets-In-Use | | 27.9 | 28.1 | 28.2 | 27.5 | 26.4 | 27.1 | |
| Available Homes | | 75.3 | 73.8 | 76.4 | 75.8 | 73.5 | 78.0 | |

| | | | | | | | | |
|-----------------|-----|--------|--------|------|------|------|------|-----------|
| 10:45 P.M. | ABC | 2.7 † | 2.2 † | 3.2 | 2.7 | 3.3 | 3.3 | 7:45 P.M. |
| | CBS | 5.2 † | 4.1 † | 6.8 | 4.0 | 8.0 | 7.2 | |
| | | | | | | | | to |
| 11:00 P.M. | MBS | 3.4 † | 2.0 † | 4.6 | 3.6 | 2.7 | 5.5 | 8:00 P.M. |
| | NBC | 6.1 † | 4.8 † | 7.1 | 6.4 | 7.4 | 7.1 | |
| Sets-In-Use | | 22.5 † | 18.8 † | 26.1 | 21.4 | 23.5 | 29.3 | |
| Available Homes | | 74.0 † | 70.2 † | 77.4 | 76.8 | 72.3 | 75.5 | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: MONDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|------------------------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 5:00 P.M. | ABC | 2.4 | 2.2 | 2.1 | 2.3 | 4.8 | 3.3 | 3:00 P.M. to 3:30 P.M. |
| | CBS | 3.1 | 3.3 | 3.6 | 2.4 | 3.1 | 2.4 | |
| | MBS | 2.3 | 2.5 | 2.5 | 2.1 | 3.1 | 1.3 | |
| | NBC | 4.0 | 4.0 | 3.2 | 5.0 | 3.7 | 3.8 | |
| Sets-In-Use | | 17.5 | 19.4 | 15.7 | 16.6 | 16.8 | 15.7 | |
| Available Homes | | 74.0 | 76.3 | 76.6 | 75.8 | 66.3 | 61.4 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|------------------------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 7:30 P.M. | ABC | 5.7 | 7.3 | 6.3 | 5.1 | 1.7 | 1.2 | 4:30 P.M. to 5:00 P.M. |
| | CBS | 4.2 | 4.6 | 4.6 | 4.2 | 4.1 | 2.1 | |
| | MBS | 2.2 | 2.1 | 2.6 | 1.7 | 2.6 | 2.2 | |
| | NBC | 3.9 | 3.0 | 4.2 | 5.5 | 6.4 | 2.9 | |
| Sets-In-Use | | 20.2 | 22.0 | 21.5 | 19.1 | 17.5 | 14.4 | |
| Available Homes | | 74.3 | 72.5 | 78.8 | 77.6 | 73.5 | 67.5 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|------------------------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 6:30 P.M. | ABC | 2.8 | 3.0 | 2.4 | 2.8 | 4.2 | 2.3 | 3:30 P.M. to 4:00 P.M. |
| | CBS | 3.9 | 4.0 | 4.4 | 3.4 | 2.3 | 3.5 | |
| | MBS | 2.1 | 2.6 | 1.8 | 2.0 | 2.7 | 0.6 | |
| | NBC | 3.9 | 3.3 | 5.2 | 4.2 | 3.4 | 3.8 | |
| Sets-In-Use | | 18.3 | 20.2 | 18.6 | 15.6 | 18.0 | 15.8 | |
| Available Homes | | 74.6 | 75.4 | 78.4 | 77.1 | 69.2 | 63.2 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|------------------------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 8:00 P.M. | ABC | 2.8 | 3.0 | 2.4 | 3.5 | 1.0 | 2.6 | 5:00 P.M. to 5:30 P.M. |
| | CBS | 6.9 | 7.8 | 7.2 | 7.3 | 7.4 | 2.5 | |
| | MBS | 3.2 | 4.0 | 3.1 | 2.2 | 1.9 | 2.0 | |
| | NBC | 5.0 | 5.0 | 5.6 | 5.7 | 4.6 | 2.8 | |
| Sets-In-Use | | 22.4 | 24.8 | 21.5 | 21.6 | 19.8 | 17.5 | |
| Available Homes | | 74.1 | 72.2 | 76.2 | 76.5 | 74.5 | 72.6 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|------------------------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 7:00 P.M. | ABC | 2.4 | 2.3 | 2.9 | 2.6 | 2.1 | 1.5 | 4:00 P.M. to 4:30 P.M. |
| | CBS | 4.5 | 4.7 | 4.9 | 4.9 | 4.5 | 2.6 | |
| | MBS | 2.6 | 2.9 | 2.4 | 2.6 | 1.6 | 2.4 | |
| | NBC | 4.9 | 4.9 | 5.8 | 4.6 | 2.8 | 4.2 | |
| Sets-In-Use | | 19.4 | 20.9 | 19.9 | 18.6 | 16.2 | 15.9 | |
| Available Homes | | 74.6 | 74.0 | 79.8 | 78.1 | 69.8 | 63.4 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|------------------------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 8:30 P.M. | ABC | 2.6 | 2.2 | 2.4 | 3.6 | 5.2 | 2.1 | 5:30 P.M. to 6:00 P.M. |
| | CBS | 10.3 | 12.3 | 11.4 | 8.7 | 9.1 | 4.2 | |
| | MBS | 3.5 | 3.8 | 3.7 | 3.8 | 1.4 | 2.1 | |
| | NBC | 5.6 | 5.7 | 5.1 | 6.0 | 7.9 | 4.7 | |
| Sets-In-Use | | 26.5 | 29.1 | 24.9 | 25.3 | 24.8 | 22.4 | |
| Available Homes | | 74.6 | 73.4 | 75.0 | 76.0 | 77.3 | 74.7 | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: MONDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time | EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time | |
|------------------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|------------------------------|----------------------|------------|-------------------|--------------------------|---------------|-------|----------|---------|------------------------------|-----|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | | | | Over-All Averages | "Sectional" Hooperatings | | | | | | |
| | | | East | North Central | South | Mountain | Pacific | | | | | East | North Central | South | Mountain | Pacific | | |
| 7:30 P.M. to 8:00 P.M. | ABC | 2.8 | 2.7 | 2.1 | 4.8 | 1.1 | 2.3 | 6:00 P.M. to 6:30 P.M. | 10:30 P.M. | ABC | 2.6† | 1.9† | 3.3 | 3.6 | 1.9 | 2.7 | 7:30 P.M. to 8:00 P.M. | |
| | CBS | 12.6 | 13.2 | 15.1 | 10.2 | 12.3 | 9.7 | | | CBS | 7.5† | 6.4† | 9.4 | 6.4 | 11.1 | 8.6 | | |
| | MBS | 3.6 | 3.6 | 3.7 | 3.4 | 4.2 | 3.5 | | | 11:00 P.M. | MBS | 3.0† | 1.6† | 3.5 | 3.6 | 2.7 | | 6.0 |
| | NBC | 5.7 | 5.9 | 5.8 | 6.4 | 6.0 | 3.5 | | | NBC | 4.9† | 4.0† | 5.1 | 4.7 | 5.6 | 6.1 | | |
| Sets-In-Use | | 29.8 | 31.9 | 29.6 | 29.7 | 25.5 | 24.4 | 6:30 P.M. | Sets-In-Use | | 22.5† | 19.1† | 25.3 | 22.4 | 23.7 | 28.3 | | |
| Available Homes | | 75.3 | 74.1 | 75.4 | 76.0 | 76.9 | 77.4 | | Available Homes | | 74.9† | 71.8† | 77.9 | 77.1 | 74.5 | 75.8 | | |
| 8:00 P.M. to 8:30 P.M. | ABC | 3.2 | 3.1 | 2.5 | 4.7 | 2.5 | 2.9 | 6:30 P.M. to 7:00 P.M. | 11:00 P.M. | ABC | | | | | 2.3 | 4.8 | 8:00 P.M. to 8:30 P.M. | |
| | CBS | 12.3 | 13.1 | 13.6 | 10.7 | 12.3 | 10.2 | | | CBS | | | | | 7.9 | 5.6 | | |
| | MBS | 2.2 | 2.1 | 2.4 | 3.1 | 1.8 | 1.5 | | | 11:30 P.M. | MBS | | | | | 3.8 | | 8.9 |
| | NBC | 7.1 | 6.3 | 7.9 | 7.5 | 9.2 | 7.3 | | | NBC | | | | | 6.4 | 7.1 | | |
| Sets-In-Use | | 31.0 | 32.1 | 29.5 | 32.7 | 28.6 | 28.1 | 7:00 P.M. | Sets-In-Use | | | | | | 23.5 | 31.7 | | |
| Available Homes | | 75.5 | 75.3 | 75.0 | 76.3 | 73.8 | 76.5 | | Available Homes | | | | | | 76.1 | 76.0 | | |
| 8:30 P.M. to 9:00 P.M. | ABC | 3.2 | 2.5 | 3.5 | 3.9 | 2.1 | 4.8 | 7:00 P.M. to 7:30 P.M. | 11:30 P.M. | ABC | | | | | 0.7 | 2.9 | 8:30 P.M. to 9:00 P.M. | |
| | CBS | 10.0 | 9.9 | 11.2 | 8.3 | 13.7 | 9.8 | | | CBS | | | | | 7.2 | 9.6 | | |
| | MBS | 3.3 | 2.9 | 3.6 | 3.1 | 3.2 | 4.4 | | | 12:00 Mid. | MBS | | | | | 4.4 | | 8.6 |
| | NBC | 6.0 | 5.4 | 6.5 | 6.0 | 7.8 | 6.5 | | | NBC | | | | | 5.4 | 6.4 | | |
| Sets-In-Use | | 28.2 | 27.5 | 28.6 | 27.5 | 30.1 | 30.7 | 7:30 P.M. | Sets-In-Use | | | | | | 21.6 | 32.4 | | |
| Available Homes | | 75.9 | 74.2 | 76.9 | 77.5 | 75.7 | 77.8 | | Available Homes | | | | | | 75.5 | 77.5 | | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: MONDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|-----------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 12:00 Mid. | ABC | | | | | 2.0 | 9:00 P.M. | |
| to | CBS | | | | | 12.2 | | |
| 12:30 A.M. | MBS | | | | | 5.6 | | |
| | NBC | | | | | 7.2 | | |
| Sets-In-Use | | | | | | 33.6 | | |
| Available Homes | | | | | | 75.5 | | |

| EASTERN NETWORK 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 | | | | | | | | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|-----------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 12:30 A.M. | ABC | | | | | 2.3 | 9:30 P.M. | |
| to | CBS | | | | | 5.1 | | |
| 1:00 A.M. | MBS | | | | | 1.9 | | |
| | NBC | | | | | 12.2 | | |
| Sets-In-Use | | | | | | 26.6 | | |
| Available Homes | | | | | | 77.2 | | |

| EASTERN NETWORK 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 | | | | | | | | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|------------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 1:00 A.M. | ABC | | | | | 3.0 | 10:00 P.M. | |
| to | CBS | | | | | 4.6 | | |
| 1:15 A.M. | MBS | | | | | 2.3 | | |
| | NBC | | | | | 8.5 | | |
| Sets-In-Use | | | | | | 23.0 | | |
| Available Homes | | | | | | 76.2 | | |

| EASTERN NETWORK 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, 1948 THRU SEPTEMBER, 1948

DAYS: TUESDAYS

| WESTERN NETWORK TIME | Net- Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------------|--------------|----------------------|--------------------------|------------------|-------|---------------|---------|-----------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Moun- tain | Pacific | |
| 7:00 P.M. | ABC | 2.4 | 2.1 | 2.3 | 2.5 | 3.1 | 3.2 | 3:00 P.M. |
| | CBS | 3.3 | 3.3 | 4.0 | 3.0 | 1.5 | 2.8 | to |
| | MBS | 2.2 | 2.8 | 2.2 | 1.6 | 3.4 | 0.8 | 3:30 P.M. |
| | NBC | 4.7 | 5.3 | 4.0 | 4.6 | 1.7 | 4.8 | |
| Sets-In-Use | | 17.4 | 20.0 | 15.8 | 15.4 | 10.7 | 16.0 | |
| Available Homes | | 75.5 | 79.0 | 78.4 | 76.6 | 65.8 | 59.6 | |

| EASTERN NETWORK TIME | Net- Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------------|--------------|----------------------|--------------------------|------------------|-------|---------------|---------|-----------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Moun- tain | Pacific | |
| 7:30 P.M. | ABC | 3.8 | 4.6 | 4.0 | 3.5 | 2.6 | 1.7 | 4:30 P.M. |
| | CBS | 5.1 | 5.2 | 5.0 | 6.7 | 3.6 | 2.7 | to |
| | MBS | 2.1 | 2.3 | 2.4 | 1.5 | 2.3 | 2.0 | 5:00 P.M. |
| | NBC | 4.4 | 4.0 | 5.2 | 5.0 | 5.5 | 3.1 | |
| Sets-In-Use | | 19.6 | 21.0 | 19.8 | 19.7 | 19.2 | 14.2 | |
| Available Homes | | 76.2 | 75.3 | 80.1 | 78.9 | 77.5 | 67.7 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|--------------|
| 8:00 P.M. | ABC | 2.6 | 2.4 | 3.1 | 2.4 | 3.3 | 2.3 | 3:30 P.M. |
| | CBS | 4.2 | 4.5 | 4.7 | 4.1 | 2.4 | 3.1 | to |
| | MBS | 2.5 | 3.7 | 2.2 | 1.6 | 1.8 | 0.4 | 4:00 P.M. |
| | NBC | 4.2 | 3.7 | 5.0 | 4.4 | 2.2 | 4.8 | |
| Sets-In-Use | | 18.7 | 21.2 | 19.2 | 16.4 | 14.2 | 14.2 | |
| Available Homes | | 76.8 | 79.1 | 81.3 | 79.7 | 69.6 | 58.7 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|--------------|
| 8:00 P.M. | ABC | 1.9 | 1.4 | 1.8 | 3.1 | 1.3 | 2.1 | 5:00 P.M. |
| | CBS | 7.1 | 7.6 | 8.9 | 6.4 | 9.2 | 2.9 | to |
| | MBS | 3.2 | 3.8 | 3.6 | 1.9 | 3.4 | 2.1 | 5:30 P.M. |
| | NBC | 4.8 | 4.9 | 4.7 | 5.7 | 4.1 | 4.1 | |
| Sets-In-Use | | 21.5 | 23.1 | 21.6 | 20.8 | 22.0 | 17.1 | |
| Available Homes | | 75.8 | 74.2 | 78.3 | 77.0 | 79.4 | 73.7 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|--------------|
| 7:00 P.M. | ABC | 2.3 | 2.3 | 2.5 | 2.9 | 1.6 | 1.6 | 4:00 P.M. |
| | CBS | 4.6 | 4.8 | 6.0 | 3.7 | 3.2 | 3.1 | to |
| | MBS | 3.2 | 3.4 | 3.5 | 2.2 | 2.1 | 3.8 | 4:30 P.M. |
| | NBC | 5.1 | 4.7 | 6.1 | 5.6 | 4.5 | 3.9 | |
| Sets-In-Use | | 19.7 | 21.0 | 21.5 | 17.5 | 15.2 | 16.8 | |
| Available Homes | | 77.4 | 77.0 | 83.1 | 80.6 | 72.9 | 64.9 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|--------------|
| 8:30 P.M. | ABC | 3.3 | 3.3 | 3.1 | 3.6 | 3.6 | 3.0 | 5:30 P.M. |
| | CBS | 7.5 | 7.6 | 8.5 | 7.6 | 7.8 | 4.9 | to |
| | MBS | 3.9 | 4.8 | 3.9 | 2.9 | 3.4 | 2.2 | 6:00 P.M. |
| | NBC | 6.6 | 6.7 | 6.5 | 8.2 | 4.5 | 4.7 | |
| Sets-In-Use | | 26.3 | 29.2 | 25.2 | 25.6 | 21.6 | 21.4 | |
| Available Homes | | 75.8 | 74.8 | 75.1 | 78.0 | 76.6 | 77.2 | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: TUESDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 9:00 P.M. | ABC | 3.2 | 3.7 | 2.7 | 4.0 | 1.9 | 1.7 | 6:00 P.M. |
| to | CBS | 6.9 | 7.9 | 7.4 | 7.3 | 5.2 | 2.5 | |
| 9:30 P.M. | MBS | 4.1 | 4.2 | 4.2 | 3.2 | 5.8 | 4.7 | 6:30 P.M. |
| | NBC | 10.0 | 9.4 | 10.9 | 10.4 | 10.0 | 9.3 | |
| Sets-In-Use | | 30.3 | 33.3 | 28.3 | 30.1 | 27.1 | 24.0 | |
| Available Homes | | 76.7 | 75.6 | 76.5 | 76.5 | 75.7 | 81.0 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 10:30 P.M. | ABC | 2.1† | 1.9† | 2.1 | 2.3 | 2.8 | 1.9 | 7:30 P.M. |
| to | CBS | 5.5† | 5.0† | 7.3 | 4.0 | 8.0 | 5.3 | |
| 11:00 P.M. | MBS | 3.8† | 3.6† | 4.1 | 2.8 | 2.8 | 5.7 | 8:00 P.M. |
| | NBC | 8.3† | 6.0† | 10.1 | 8.8 | 9.3 | 11.2 | |
| Sets-In-Use | | 24.9† | 23.1† | 27.4 | 22.3 | 24.6 | 30.5 | |
| Available Homes | | 75.3† | 71.8† | 78.5 | 78.1 | 71.5 | 76.8 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 9:30 P.M. | ABC | 3.0 | 3.2 | 2.4 | 3.9 | 1.7 | 2.4 | 6:30 P.M. |
| to | CBS | 7.2 | 7.3 | 8.4 | 6.0 | 8.1 | 5.9 | |
| 10:00 P.M. | MBS | 3.3 | 3.2 | 3.4 | 3.5 | 2.8 | 3.1 | 7:00 P.M. |
| | NBC | 10.0 | 8.8 | 12.0 | 10.5 | 10.0 | 9.8 | |
| Sets-In-Use | | 30.5 | 32.1 | 30.2 | 29.8 | 25.9 | 27.6 | |
| Available Homes | | 77.0 | 75.3 | 77.8 | 77.4 | 75.5 | 80.9 | |

| | | | | | | | | |
|-----------------|-----|--|--|--|--|------|------|-----------|
| 11:00 P.M. | ABC | | | | | 2.8 | 2.0 | 8:00 P.M. |
| to | CBS | | | | | 6.6 | 5.7 | |
| 11:30 P.M. | MBS | | | | | 3.9 | 7.2 | 8:30 P.M. |
| | NBC | | | | | 8.3 | 10.3 | |
| Sets-In-Use | | | | | | 23.7 | 33.6 | |
| Available Homes | | | | | | 74.0 | 79.7 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 10:00 P.M. | ABC | 2.7 | 2.7 | 1.9 | 3.5 | 3.0 | 2.5 | 7:00 P.M. |
| to | CBS | 6.3 | 5.9 | 7.7 | 5.5 | 9.9 | 5.8 | |
| 10:30 P.M. | MBS | 3.5 | 3.3 | 4.1 | 3.3 | 1.9 | 3.7 | 7:30 P.M. |
| | NBC | 9.4 | 7.7 | 11.9 | 8.8 | 11.4 | 11.4 | |
| Sets-In-Use | | 28.6 | 28.2 | 30.1 | 27.2 | 29.5 | 29.4 | |
| Available Homes | | 76.4 | 74.2 | 78.2 | 78.0 | 76.1 | 78.3 | |

| | | | | | | | | |
|-----------------|-----|--|--|--|--|------|------|-----------|
| 11:30 P.M. | ABC | | | | | 1.6 | 3.6 | 8:30 P.M. |
| to | CBS | | | | | 5.7 | 6.4 | |
| 12:00 Mid. | MBS | | | | | 5.0 | 6.0 | 9:00 P.M. |
| | NBC | | | | | 7.4 | 6.9 | |
| Sets-In-Use | | | | | | 21.6 | 34.8 | |
| Available Homes | | | | | | 75.6 | 77.5 | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: TUESDAYS

| WESTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time | EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|--------------------------------|-----------------|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | | | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | | | | | East | North Central | South | Mountain | Pacific | |
| 9:00 P.M. | ABC | | | | | 4.6 | 9:00 P.M. to 9:30 P.M. | | ABC | | | | | | | | |
| | CBS | | | | | 8.7 | | | CBS | | | | | | | | |
| | MBS | | | | | 3.7 | | | MBS | | | | | | | | |
| | NBC | | | | | 7.6 | | | NBC | | | | | | | | |
| Sets-In-Use | | | | | | 37.0 | | Sets-In-Use | | | | | | | | | |
| Available Homes | | | | | | 78.8 | | Available Homes | | | | | | | | | |
| 9:30 P.M. | ABC | | | | | 2.7 | 9:30 P.M. to 10:00 P.M. | | ABC | | | | | | | | |
| | CBS | | | | | 5.5 | | | CBS | | | | | | | | |
| | MBS | | | | | 1.8 | | | MBS | | | | | | | | |
| | NBC | | | | | 7.7 | | | NBC | | | | | | | | |
| Sets-In-Use | | | | | | 31.7 | | Sets-In-Use | | | | | | | | | |
| Available Homes | | | | | | 77.5 | | Available Homes | | | | | | | | | |
| 10:00 P.M. | ABC | | | | | 1.9 | 10:00 P.M. to 10:15 P.M. | | ABC | | | | | | | | |
| | CBS | | | | | 3.9 | | | CBS | | | | | | | | |
| | MBS | | | | | 1.5 | | | MBS | | | | | | | | |
| | NBC | | | | | 5.6 | | | NBC | | | | | | | | |
| Sets-In-Use | | | | | | 26.2 | | Sets-In-Use | | | | | | | | | |
| Available Homes | | | | | | 74.9 | | Available Homes | | | | | | | | | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: WEDNESDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 6:00 P.M. | ABC | 2.6 | 2.7 | 2.1 | 2.6 | 3.3 | 2.9 | 3:00 P.M. |
| to | CBS | 3.5 | 3.9 | 4.1 | 2.5 | 2.1 | 3.0 | |
| | MBS | 2.4 | 2.8 | 2.8 | 1.9 | 3.3 | 0.7 | |
| 6:30 P.M. | NBC | 4.6 | 5.4 | 2.8 | 5.2 | 3.7 | 4.9 | |
| Sets-In-Use | | 18.0 | 21.3 | 15.3 | 16.0 | 14.6 | 15.6 | |
| Available Homes | | 75.3 | 78.5 | 76.8 | 77.7 | 68.8 | 60.2 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|-----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 7:30 P.M. | ABC | 5.9 | 7.2 | 7.4 | 5.3 | 2.4 | 0.7 | 4:30 P.M. |
| to | CBS | 4.3 | 4.7 | 5.0 | 4.6 | 4.4 | 1.8 | |
| | 8:00 P.M. | MBS | 2.1 | 2.0 | 2.9 | 1.1 | 1.7 | 3.0 |
| NBC | | 3.7 | 3.3 | 3.5 | 5.1 | 3.7 | 3.0 | |
| Sets-In-Use | | 20.3 | 22.6 | 22.2 | 19.0 | 14.5 | 13.5 | |
| Available Homes | | 76.1 | 74.8 | 81.2 | 78.6 | 75.2 | 68.2 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 6:30 P.M. | ABC | 2.5 | 2.7 | 2.3 | 2.4 | 3.0 | 2.0 | 3:30 P.M. |
| | CBS | 3.9 | 4.2 | 4.3 | 3.7 | 1.5 | 3.4 | |
| to | MBS | 2.3 | 2.8 | 2.5 | 2.0 | 2.6 | 0.7 | 4:00 P.M. |
| | NBC | 4.2 | 3.8 | 4.9 | 4.2 | 3.7 | 4.2 | |
| Sets-In-Use | | 18.0 | 20.2 | 18.1 | 16.4 | 14.4 | 13.8 | |
| Available Homes | | 76.5 | 78.2 | 81.3 | 80.1 | 67.9 | 59.2 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 8:00 P.M. | ABC | 3.9 | 3.8 | 5.0 | 4.4 | 1.5 | 2.2 | 5:00 P.M. |
| | CBS | 5.1 | 4.8 | 5.9 | 5.3 | 9.1 | 3.1 | |
| to | MBS | 3.4 | 4.3 | 3.3 | 2.2 | 3.3 | 2.3 | 5:30 P.M. |
| | NBC | 5.1 | 5.4 | 5.3 | 5.2 | 4.4 | 3.6 | |
| Sets-In-Use | | 21.6 | 23.6 | 22.0 | 20.0 | 21.7 | 16.2 | |
| Available Homes | | 75.1 | 72.4 | 78.3 | 77.1 | 78.3 | 74.0 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 7:00 P.M. | ABC | 2.5 | 2.5 | 2.3 | 3.4 | 1.9 | 1.5 | 4:00 P.M. |
| | CBS | 4.9 | 5.2 | 6.1 | 4.7 | 3.6 | 2.6 | |
| to | MBS | 2.9 | 3.3 | 2.9 | 2.2 | 2.6 | 2.5 | 4:30 P.M. |
| | NBC | 5.1 | 5.0 | 6.0 | 4.9 | 5.6 | 3.7 | |
| Sets-In-Use | | 19.9 | 21.7 | 21.4 | 18.2 | 16.7 | 14.6 | |
| Available Homes | | 76.4 | 76.0 | 82.3 | 78.5 | 72.3 | 65.3 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 8:30 P.M. | ABC | 3.7 | 4.1 | 3.0 | 3.9 | 5.6 | 2.8 | 5:30 P.M. |
| | CBS | 6.1 | 6.2 | 6.3 | 6.2 | 8.1 | 4.9 | |
| to | MBS | 3.7 | 4.5 | 3.4 | 3.5 | 2.9 | 2.1 | 6:00 P.M. |
| | NBC | 6.0 | 6.1 | 6.3 | 7.7 | 3.6 | 3.5 | |
| Sets-In-Use | | 24.7 | 27.8 | 21.9 | 25.4 | 22.3 | 19.1 | |
| Available Homes | | 74.5 | 72.9 | 74.5 | 76.2 | 77.3 | 76.8 | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: WEDNESDAYS

| WESTERN NETWORK TIME | Net- Work | HOOPERATINGS | | | | | | Pacific Time | EASTERN NETWORK TIME | Net- Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------------|--------------|----------------------|--------------------------|------------------|-------|---------------|---------|-----------------|----------------------------|--------------|----------------------|--------------------------|------------------|-------|---------------|--------------|-----------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | | | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Moun- tain | Pacific | | | | | East | North Central | South | Moun- tain | Pacific | |
| 10:00 P.M. | ABC | 5.5 | 6.2 | 5.2 | 6.3 | 5.7 | 2.1 | 6:00 P.M. | ABC | 3.2 † | 2.6 † | 3.8 | 3.5 | 4.7 | 3.1 | 7:30 P.M. | |
| | CBS | 5.0 | 4.9 | 5.5 | 4.4 | 6.6 | 5.0 | to | CBS | 3.2 † | 1.7 † | 3.0 | 1.9 | 6.4 | 9.9 | to | |
| 11:30 P.M. | MBS | 4.1 | 4.5 | 4.2 | 3.3 | 4.3 | 4.0 | 6:30 P.M. | MBS | 2.9 † | 1.6 † | 3.9 | 3.9 | 2.3 | 4.2 | 8:00 P.M. | |
| | NBC | 7.3 | 7.5 | 7.0 | 8.7 | 4.5 | 5.9 | | NBC | 8.1 † | 8.0 † | 9.4 | 8.1 | 7.0 | 6.4 | | |
| Sets-In-Use | | 28.0 | 31.2 | 25.7 | 27.7 | 25.1 | 22.7 | | Sets-In-Use | | 23.3 † | 20.7 † | 25.0 | 22.9 | 22.3 | 29.8 | |
| Available Homes | | 75.9 | 74.2 | 75.9 | 75.0 | 79.4 | 81.8 | | Available Homes | | 73.6 † | 70.7 † | 76.0 | 76.4 | 72.9 | 73.9 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|--------------|
| 10:00 P.M. | ABC | 5.3 | 6.0 | 4.4 | 5.4 | 5.4 | 3.9 | 6:30 P.M. |
| | CBS | 4.3 | 3.9 | 5.2 | 3.3 | 4.2 | 5.5 | to |
| 11:00 P.M. | MBS | 2.8 | 2.8 | 2.5 | 2.8 | 3.0 | 2.9 | 7:00 P.M. |
| | NBC | 10.5 | 10.2 | 11.1 | 12.8 | 6.4 | 8.0 | |
| Sets-In-Use | | 29.2 | 31.3 | 28.2 | 28.8 | 21.1 | 26.9 | |
| Available Homes | | 74.9 | 74.0 | 74.0 | 74.8 | 73.2 | 80.5 | |

| | | | | | | | | |
|-----------------|-----|--|--|--|--|------|------|--------------|
| 11:00 P.M. | ABC | | | | | 9.4 | 5.9 | 8:00 P.M. |
| to | CBS | | | | | 5.9 | 5.2 | to |
| 11:30 P.M. | MBS | | | | | 3.3 | 7.0 | 8:30 P.M. |
| | NBC | | | | | 4.4 | 6.4 | |
| Sets-In-Use | | | | | | 27.0 | 31.6 | |
| Available Homes | | | | | | 75.0 | 74.0 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|--------------|
| 10:30 P.M. | ABC | 5.9 | 6.3 | 6.0 | 5.5 | 5.9 | 5.2 | 7:00 P.M. |
| to | CBS | 4.7 | 4.5 | 5.4 | 2.8 | 7.1 | 6.7 | to |
| 11:00 P.M. | MBS | 2.7 | 2.0 | 2.2 | 4.1 | 2.4 | 4.1 | 7:30 P.M. |
| | NBC | 7.9 | 7.1 | 9.6 | 10.3 | 4.3 | 4.7 | |
| Sets-In-Use | | 27.7 | 27.2 | 28.6 | 28.4 | 23.0 | 27.8 | |
| Available Homes | | 75.3 | 72.9 | 77.1 | 76.6 | 74.5 | 78.2 | |

| | | | | | | | | |
|-----------------|-----|--|--|--|--|------|------|--------------|
| 11:30 P.M. | ABC | | | | | 3.4 | 5.2 | 8:30 P.M. |
| to | CBS | | | | | 3.2 | 4.4 | to |
| 12:00 MID. | MBS | | | | | 3.0 | 5.2 | 9:00 P.M. |
| | NBC | | | | | 8.5 | 7.6 | |
| Sets-In-Use | | | | | | 20.9 | 33.9 | |
| Available Homes | | | | | | 75.5 | 75.4 | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: WEDNESDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|-----------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 12:00 Mid. | ABC | | | | | 9.7 | 9:00 P.M. | |
| to | CBS | | | | | 2.9 | to | |
| 12:30 A.M. | MBS | | | | | 3.5 | 9:30 P.M. | |
| | NBC | | | | | 7.8 | | |
| Sets-In-Use | | | | | | 36.6 | | |
| Available Homes | | | | | | 77.4 | | |

| EASTERN NETWORK 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 | | | | | | | | |

| | | | | | | | |
|-----------------|-----|--|--|--|--|------|------------|
| 12:30 A.M. | ABC | | | | | 3.5 | 9:30 P.M. |
| to | CBS | | | | | 2.3 | to |
| 1:00 A.M. | MBS | | | | | 0.8 | 10:00 P.M. |
| | NBC | | | | | 11.7 | |
| Sets-In-Use | | | | | | 31.6 | |
| Available Homes | | | | | | 76.0 | |

| | | | | | | | |
|-----------------|-----|--|--|--|--|--|--|
| | ABC | | | | | | |
| | CBS | | | | | | |
| | MBS | | | | | | |
| | NBC | | | | | | |
| Sets-In-Use | | | | | | | |
| Available Homes | | | | | | | |

| | | | | | | | |
|-----------------|-----|--|--|--|--|------|------------|
| 1:00 A.M. | ABC | | | | | 1.9 | 10:00 P.M. |
| to | CBS | | | | | 3.8 | to |
| 1:15 A.M. | MBS | | | | | 1.7 | 10:15 P.M. |
| | NBC | | | | | 8.2 | |
| Sets-In-Use | | | | | | 28.3 | |
| Available Homes | | | | | | 78.4 | |

| | | | | | | | |
|-----------------|-----|--|--|--|--|--|--|
| | ABC | | | | | | |
| | CBS | | | | | | |
| | MBS | | | | | | |
| | NBC | | | | | | |
| Sets-In-Use | | | | | | | |
| Available Homes | | | | | | | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: THURSDAYS

| NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|-----------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 8:00 P.M. | ABC | 2.2 | 2.2 | 2.0 | 2.3 | 3.1 | 2.7 | 3:30 P.M. |
| | CBS | 3.0 | 3.2 | 3.9 | 2.1 | 2.7 | 2.5 | to |
| 9:30 P.M. | MBS | 2.3 | 2.9 | 2.2 | 2.1 | 2.3 | 0.9 | 3:30 P.M. |
| | NBC | 4.4 | 4.8 | 3.2 | 5.4 | 3.4 | 3.9 | |
| Sets-In-Use | | 17.1 | 20.0 | 15.4 | 16.2 | 12.8 | 13.0 | |
| Available Homes | | 75.3 | 79.0 | 77.9 | 76.7 | 65.7 | 59.3 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 7:30 P.M. | ABC | 2.9 | 3.6 | 2.5 | 2.7 | 2.6 | 1.7 | 4:30 P.M. |
| to | CBS | 4.8 | 5.1 | 5.3 | 5.2 | 4.7 | 2.1 | to |
| 8:00 P.M. | MBS | 2.3 | 2.1 | 3.2 | 1.2 | 2.2 | 2.9 | 5:30 P.M. |
| | NBC | 4.1 | 3.7 | 5.0 | 4.4 | 3.5 | 3.4 | |
| Sets-In-Use | | 18.3 | 19.8 | 19.9 | 16.3 | 15.5 | 14.5 | |
| Available Homes | | 75.2 | 73.5 | 81.0 | 77.7 | 77.2 | 66.6 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 8:00 P.M. | ABC | 2.6 | 2.5 | 3.2 | 2.7 | 2.2 | 2.1 | 3:30 P.M. |
| | CBS | 3.9 | 4.2 | 4.2 | 3.3 | 2.0 | 3.6 | to |
| 9:00 P.M. | MBS | 2.6 | 3.8 | 2.3 | 1.5 | 2.6 | 0.5 | 4:00 P.M. |
| | NBC | 4.2 | 3.4 | 5.9 | 4.2 | 4.4 | 4.2 | |
| Sets-In-Use | | 18.4 | 20.7 | 20.0 | 15.6 | 13.9 | 13.6 | |
| Available Homes | | 76.4 | 77.8 | 81.5 | 78.6 | 70.5 | 61.6 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 8:00 P.M. | ABC | 3.0 | 3.5 | 2.3 | 3.7 | 1.1 | 2.1 | 5:00 P.M. |
| to | CBS | 6.4 | 7.3 | 7.1 | 6.2 | 5.4 | 2.9 | to |
| 8:30 P.M. | MBS | 2.3 | 2.3 | 2.8 | 2.2 | 1.8 | 1.7 | 5:30 P.M. |
| | NBC | 5.1 | 4.8 | 5.8 | 5.9 | 5.4 | 3.3 | |
| Sets-In-Use | | 20.8 | 22.9 | 20.5 | 21.1 | 17.7 | 15.0 | |
| Available Homes | | 75.1 | 73.0 | 77.3 | 78.3 | 75.1 | 72.0 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 7:00 P.M. | ABC | 2.2 | 2.1 | 2.5 | 3.0 | 1.8 | 1.1 | 4:00 P.M. |
| to | CBS | 4.7 | 4.4 | 6.4 | 4.6 | 5.3 | 2.6 | to |
| 7:30 P.M. | MBS | 3.0 | 3.5 | 3.1 | 2.1 | 2.2 | 3.0 | 4:30 P.M. |
| | NBC | 5.2 | 5.4 | 5.6 | 4.6 | 6.1 | 3.9 | |
| Sets-In-Use | | 19.5 | 21.3 | 21.1 | 17.3 | 17.7 | 14.0 | |
| Available Homes | | 76.6 | 76.7 | 81.7 | 79.5 | 73.5 | 64.0 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 8:30 P.M. | ABC | 3.5 | 3.8 | 3.3 | 4.0 | 1.2 | 2.6 | 5:30 P.M. |
| to | CBS | 8.7 | 9.3 | 10.6 | 8.2 | 7.9 | 4.3 | to |
| 9:00 P.M. | MBS | 2.7 | 3.2 | 2.6 | 2.6 | 1.9 | 1.5 | 6:00 P.M. |
| | NBC | 5.5 | 5.5 | 4.9 | 7.0 | 5.0 | 4.3 | |
| Sets-In-Use | | 24.7 | 27.2 | 23.8 | 25.7 | 17.9 | 18.6 | |
| Available Homes | | 75.1 | 73.3 | 75.0 | 77.4 | 75.3 | 77.9 | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: THURSDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time | EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|-----------------|------------------------------|--------------------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|------------------------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | | | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | | | | | East | North Central | South | Mountain | Pacific | |
| 6:00 P.M. | ABC | 2.8 | 2.8 | 2.5 | 4.0 | 1.5 | 1.8 | 6:00 P.M. to 6:30 P.M. | 10:30 P.M. to 11:00 P.M. | ABC | 3.0 † | 1.8 † | 3.5 | 2.9 | 1.9 | 6.2 | 7:30 P.M. to 8:00 P.M. |
| | CBS | 8.1 | 8.8 | 8.9 | 7.1 | 10.0 | 5.0 | | | CBS | 5.8 † | 5.3 † | 7.5 | 4.6 | 8.2 | 4.8 | |
| | MBS | 3.7 | 3.9 | 3.7 | 3.4 | 2.4 | 3.7 | | | MBS | 3.0 † | 1.6 † | 4.3 | 3.5 | 2.3 | 4.3 | |
| | NBC | 8.3 | 9.1 | 8.0 | 7.4 | 7.9 | 7.7 | | | NBC | 6.5 † | 5.9 † | 6.8 | 6.4 | 7.4 | 8.1 | |
| Sets-In-Use | 27.9 | 30.4 | 25.8 | 27.6 | 25.0 | 24.0 | Sets-In-Use | 22.9 † | 19.2 † | 26.9 | 22.4 | 22.6 | 28.0 | | | | |
| Available Homes | 75.4 | 74.8 | 74.8 | 75.2 | 75.4 | 78.9 | Available Homes | 74.7 † | 71.0 † | 78.0 | 78.1 | 71.7 | 76.2 | | | | |
| 6:30 P.M. | ABC | 3.5 | 3.9 | 3.0 | 4.2 | 4.3 | 1.9 | 6:30 P.M. to 7:00 P.M. | 11:00 P.M. to 11:30 P.M. | ABC | | | | | 3.6 | 5.2 | 8:00 P.M. to 8:30 P.M. |
| | CBS | 9.3 | 9.6 | 10.0 | 8.2 | 9.5 | 8.6 | | | CBS | | | | | 5.5 | 4.1 | |
| | MBS | 2.4 | 2.0 | 2.6 | 2.9 | 1.7 | 2.8 | | | MBS | | | | | 3.7 | 5.2 | |
| | NBC | 6.8 | 7.1 | 6.5 | 5.8 | 4.3 | 8.4 | | | NBC | | | | | 8.7 | 7.6 | |
| Sets-In-Use | 27.4 | 28.2 | 26.3 | 27.2 | 23.3 | 28.1 | Sets-In-Use | | | | | 23.8 | 30.0 | | | | |
| Available Homes | 76.2 | 74.5 | 76.3 | 77.9 | 73.4 | 80.7 | Available Homes | | | | | 75.5 | 73.7 | | | | |
| 7:00 P.M. | ABC | 2.7 | 2.5 | 2.5 | 3.4 | 2.9 | 3.0 | 7:00 P.M. to 7:30 P.M. | 11:30 P.M. to 12:00 Mid. | ABC | | | | | 1.6 | 2.3 | 8:30 P.M. to 9:00 P.M. |
| | CBS | 7.6 | 7.5 | 8.8 | 6.8 | 9.6 | 6.1 | | | CBS | | | | | 2.0 | 6.9 | |
| | MBS | 3.0 | 2.7 | 3.6 | 3.6 | 2.2 | 2.3 | | | MBS | | | | | 3.4 | 3.0 | |
| | NBC | 7.9 | 8.0 | 8.1 | 7.6 | 6.5 | 8.3 | | | NBC | | | | | 10.7 | 8.7 | |
| Sets-In-Use | 26.5 | 26.5 | 27.4 | 27.3 | 23.3 | 24.3 | Sets-In-Use | | | | | 21.4 | 30.9 | | | | |
| Available Homes | 75.1 | 74.2 | 74.7 | 76.4 | 72.8 | 77.7 | Available Homes | | | | | 73.6 | 74.8 | | | | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: THURSDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|------------------------------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 12:00 Mid. | ABC | | | | | 2.5 | 9:00 P.M. to 9:30 P.M. | |
| to | CBS | | | | | 7.1 | | |
| 12:30 A.M. | MBS | | | | | 4.1 | | |
| | NBC | | | | | 7.9 | | |
| Sets-In-Use | | | | | | 33.0 | | |
| Available Homes | | | | | | 73.7 | | |

| EASTERN NETWORK 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 | | | | | | | | |

| | | | | | | | |
|-----------------|-----|--|--|--|--|------|-------------------------------|
| 12:30 A.M. | ABC | | | | | 3.5 | 9:30 P.M. to 10:00 P.M. |
| to | CBS | | | | | 4.6 | |
| 1:00 A.M. | MBS | | | | | 1.5 | |
| | NBC | | | | | 6.5 | |
| Sets-In-Use | | | | | | 28.8 | |
| Available Homes | | | | | | 75.5 | |

| | | | | | | | |
|-----------------|-----|--|--|--|--|--|--|
| | ABC | | | | | | |
| | CBS | | | | | | |
| | MBS | | | | | | |
| | NBC | | | | | | |
| Sets-In-Use | | | | | | | |
| Available Homes | | | | | | | |

| | | | | | | | |
|-----------------|-----|--|--|--|--|------|--------------------------------|
| 1:00 A.M. | ABC | | | | | 2.0 | 10:00 P.M. to 10:15 P.M. |
| to | CBS | | | | | 3.4 | |
| 1:15 A.M. | MBS | | | | | 1.5 | |
| | NBC | | | | | 7.3 | |
| Sets-In-Use | | | | | | 26.9 | |
| Available Homes | | | | | | 75.9 | |

| | | | | | | | |
|-----------------|-----|--|--|--|--|--|--|
| | ABC | | | | | | |
| | CBS | | | | | | |
| | MBS | | | | | | |
| | NBC | | | | | | |
| Sets-In-Use | | | | | | | |
| Available Homes | | | | | | | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: FRIDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 7:30 P.M. | ABC | 6.0 | 6.9 | 7.3 | 5.8 | 2.4 | 1.9 | 4:30 P.M. |
| to | CBS | 4.0 | 4.3 | 4.9 | 4.0 | 3.8 | 1.5 | to |
| 8:00 P.M. | MBS | 2.2 | 2.3 | 2.3 | 1.7 | 2.6 | 2.1 | 5:00 P.M. |
| | NBC | 3.5 | 3.1 | 3.8 | 4.0 | 3.8 | 3.2 | |
| Sets-In-Use | | 20.0 | 21.7 | 22.0 | 18.1 | 16.2 | 14.5 | |
| Available Homes | | 75.3 | 73.2 | 81.6 | 77.6 | 75.2 | 68.4 | |
| | | | | | | | | |
| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 8:00 P.M. | ABC | 8.1 | 9.3 | 9.1 | 9.0 | 1.8 | 2.2 | 5:00 P.M. |
| to | CBS | 4.8 | 5.1 | 5.2 | 4.4 | 7.7 | 2.2 | to |
| 8:30 P.M. | MBS | 1.6 | 1.4 | 1.9 | 1.4 | 2.6 | 1.9 | 5:30 P.M. |
| | NBC | 3.9 | 3.7 | 3.8 | 4.8 | 6.0 | 2.4 | |
| Sets-In-Use | | 22.0 | 24.0 | 22.4 | 22.7 | 20.5 | 14.2 | |
| Available Homes | | 73.2 | 70.2 | 77.3 | 75.5 | 78.8 | 70.5 | |
| | | | | | | | | |
| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 8:30 P.M. | ABC | 8.9 | 10.1 | 9.6 | 10.3 | 4.5 | 3.0 | 5:30 P.M. |
| to | CBS | 3.6 | 4.0 | 3.7 | 3.4 | 3.9 | 2.6 | to |
| 9:00 P.M. | MBS | 2.4 | 2.7 | 2.2 | 2.8 | 1.8 | 1.7 | 6:00 P.M. |
| | NBC | 4.4 | 4.0 | 4.7 | 5.8 | 3.9 | 3.9 | |
| Sets-In-Use | | 24.2 | 26.8 | 23.3 | 25.7 | 17.0 | 17.8 | |
| Available Homes | | 72.4 | 69.6 | 74.2 | 74.4 | 74.8 | 74.6 | |
| | | | | | | | | |
| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 9:00 P.M. | ABC | 2.3 | 2.2 | 2.6 | 2.8 | 1.9 | 1.3 | 4:00 P.M. |
| to | CBS | 4.5 | 5.0 | 4.8 | 4.6 | 4.5 | 2.1 | to |
| 9:30 P.M. | MBS | 3.0 | 3.4 | 3.1 | 2.4 | 1.7 | 2.6 | 4:30 P.M. |
| | NBC | 5.0 | 4.6 | 6.5 | 4.7 | 5.7 | 4.3 | |
| Sets-In-Use | | 19.5 | 21.0 | 20.5 | 18.4 | 17.2 | 14.7 | |
| Available Homes | | 75.2 | 74.6 | 81.2 | 78.5 | 68.8 | 63.4 | |
| | | | | | | | | |
| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 9:30 P.M. | ABC | 2.3 | 2.3 | 1.8 | 1.6 | 5.3 | 2.9 | 3:00 P.M. |
| to | CBS | 3.0 | 3.0 | 3.8 | 2.5 | 2.9 | 2.2 | to |
| 10:00 P.M. | MBS | 2.2 | 2.8 | 1.9 | 2.1 | 2.9 | 0.4 | 3:30 P.M. |
| | NBC | 4.4 | 4.3 | 3.5 | 5.8 | 3.8 | 4.5 | |
| Sets-In-Use | | 16.6 | 19.0 | 15.0 | 15.4 | 16.2 | 12.9 | |
| Available Homes | | 73.3 | 76.2 | 76.5 | 75.4 | 66.9 | 56.1 | |
| | | | | | | | | |
| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 10:00 P.M. | ABC | 2.2 | 2.2 | 2.2 | 2.1 | 2.4 | 2.1 | 3:30 P.M. |
| to | CBS | 4.1 | 4.4 | 5.3 | 3.3 | 1.7 | 2.9 | to |
| 10:30 P.M. | MBS | 2.4 | 2.8 | 2.7 | 1.6 | 3.2 | 1.1 | 4:00 P.M. |
| | NBC | 3.8 | 3.2 | 4.5 | 4.2 | 4.1 | 4.0 | |
| Sets-In-Use | | 17.4 | 19.1 | 18.5 | 14.9 | 15.2 | 13.8 | |
| Available Homes | | 75.6 | 76.6 | 80.7 | 78.1 | 67.5 | 61.5 | |
| | | | | | | | | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: FRIDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 9:00 P.M. | ABC | 8.6 | 11.0 | 8.0 | 8.7 | 5.8 | 2.3 | 6:00 P.M. |
| to | CBS | 5.4 | 4.9 | 6.4 | 4.3 | 7.6 | 5.9 | |
| 9:30 P.M. | MBS | 3.3 | 2.9 | 3.4 | 4.0 | 3.2 | 3.6 | 6:30 P.M. |
| | NBC | 5.3 | 4.7 | 5.7 | 5.3 | 7.1 | 6.1 | |
| Sets-In-Use | | 27.8 | 30.3 | 26.4 | 26.8 | 26.1 | 24.3 | |
| Available Homes | | 73.1 | 70.6 | 74.1 | 72.6 | 78.9 | 79.1 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 10:30 P.M. | ABC | 3.3 † | 3.6 † | 3.6 | 2.1 | 3.2 | 3.5 | 7:30 P.M. |
| to | CBS | 5.1 † | 4.2 † | 6.3 | 4.5 | 6.8 | 6.4 | |
| 11:00 P.M. | MBS | 4.1 † | 2.2 † | 6.1 | 4.3 | 5.3 | 5.6 | 8:00 P.M. |
| | NBC | 4.3 † | 3.6 † | 4.3 | 5.2 | 6.2 | 4.1 | |
| Sets-In-Use | | 22.7 † | 21.0 † | 24.7 | 21.6 | 24.2 | 25.5 | |
| Available Homes | | 71.5 † | 69.1 † | 74.4 | 74.0 | 69.3 | 70.9 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 9:30 P.M. | ABC | 7.5 | 8.7 | 6.5 | 7.9 | 6.0 | 4.6 | 6:30 P.M. |
| to | CBS | 4.3 | 4.2 | 5.2 | 3.3 | 6.0 | 3.6 | |
| 10:00 P.M. | MBS | 3.8 | 3.8 | 3.6 | 4.3 | 2.3 | 3.6 | 7:00 P.M. |
| | NBC | 6.5 | 5.8 | 7.8 | 6.4 | 6.6 | 6.7 | |
| Sets-In-Use | | 28.3 | 30.5 | 27.5 | 27.2 | 24.2 | 25.1 | |
| Available Homes | | 73.1 | 71.9 | 73.5 | 72.6 | 71.9 | 77.5 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 11:00 P.M. | ABC | | | | | 7.2 | 8.9 | 8:00 P.M. |
| to | CBS | | | | | 5.9 | 3.5 | |
| 11:30 P.M. | MBS | | | | | 3.2 | 2.3 | 8:30 P.M. |
| | NBC | | | | | 4.3 | 4.8 | |
| Sets-In-Use | | | | | | 23.4 | 27.2 | |
| Available Homes | | | | | | 70.3 | 70.4 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 10:00 P.M. | ABC | 3.4 | 3.9 | 2.8 | 2.8 | 4.4 | 3.1 | 7:00 P.M. |
| to | CBS | 6.8 | 6.0 | 8.5 | 5.1 | 8.6 | 9.0 | |
| 10:30 P.M. | MBS | 3.7 | 3.0 | 4.1 | 4.8 | 2.9 | 4.2 | 7:30 P.M. |
| | NBC | 6.6 | 7.0 | 6.7 | 6.2 | 7.1 | 5.4 | |
| Sets-In-Use | | 26.5 | 27.2 | 26.7 | 24.4 | 25.2 | 27.2 | |
| Available Homes | | 72.4 | 70.6 | 74.2 | 73.3 | 70.9 | 74.2 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 11:30 P.M. | ABC | | | | | 7.0 | 9.5 | 8:30 P.M. |
| to | CBS | | | | | 5.6 | 3.2 | |
| 12:00 Mid. | MBS | | | | | 3.5 | 2.4 | 9:00 P.M. |
| | NBC | | | | | 3.0 | 4.2 | |
| Sets-In-Use | | | | | | 22.1 | 30.2 | |
| Available Homes | | | | | | 70.8 | 72.1 | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: FRIDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | Pacific Time | EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|-----------------|----------------------|----------|-------------------|--------------------------|------|---------------|--------------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | | | Over-All Averages | "Sectional" Hooperatings | | | | |
| | | | East | North Central | South | Mountain | | | | | Pacific | East | North Central | South | |
| 9:00 P.M. | ABC | | | | | 10.4 | 9:00 P.M. | ABC | | | | | | Pacific Time | |
| | CBS | | | | | 4.3 | | CBS | | | | | | | |
| | MBS | | | | | 3.5 | | MBS | | | | | | | |
| | NBC | | | | | 2.4 | | NBC | | | | | | | |
| Sets-In-Use | | | | | | 32.3 | Sets-In-Use | | | | | | | | |
| Available Homes | | | | | | 70.4 | Available Homes | | | | | | | | |
| 9:30 P.M. | ABC | | | | | 7.0 | 9:30 P.M. | ABC | | | | | | Pacific Time | |
| | CBS | | | | | 3.8 | | CBS | | | | | | | |
| | MBS | | | | | 2.2 | | MBS | | | | | | | |
| | NBC | | | | | 4.4 | | NBC | | | | | | | |
| Sets-In-Use | | | | | | 30.3 | Sets-In-Use | | | | | | | | |
| Available Homes | | | | | | 73.6 | Available Homes | | | | | | | | |
| 10:00 P.M. | ABC | | | | | 2.9 | 10:00 P.M. | ABC | | | | | | Pacific Time | |
| | CBS | | | | | 3.4 | | CBS | | | | | | | |
| | MBS | | | | | 2.3 | | MBS | | | | | | | |
| | NBC | | | | | 4.6 | | NBC | | | | | | | |
| Sets-In-Use | | | | | | 26.3 | Sets-In-Use | | | | | | | | |
| Available Homes | | | | | | 71.3 | Available Homes | | | | | | | | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

DAYTIME AUDIENCES

DAYS: SATURDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 8:00 A.M. | ABC | 1.1 † | 1.1 | | | | | |
| to | CBS | 2.2 † | 2.2 | | | | | |
| 8:30 A.M. | MBS | 1.8 † | 1.8 | | | | | |
| | NBC | 2.2 † | 2.2 | | | | | |
| Sets-In-Use | | 8.6 † | 8.6 | | | | | |
| Available Homes | | 76.6 † | 76.6 | | | | | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 9:30 A.M. | ABC | 1.5 † | 1.2 | 1.6 | 2.2 | | | |
| to | CBS | 2.3 † | 2.0 | 2.6 | 2.5 | | | |
| 10:00 A.M. | MBS | 1.9 † | 1.7 | 2.4 | 1.9 | | | |
| | NBC | 2.7 † | 2.5 | 2.9 | 2.8 | | | |
| Sets-In-Use | | 11.9 † | 11.4 | 11.4 | 14.0 | | | |
| Available Homes | | 79.2 † | 77.4 | 81.6 | 80.5 | | | |

| | | | | | | | | |
|-----------------|-----|--------|------|--|--|--|--|--|
| 8:30 A.M. | ABC | 1.5 † | 1.5 | | | | | |
| to | CBS | 1.8 † | 1.8 | | | | | |
| 9:00 A.M. | MBS | 1.7 † | 1.7 | | | | | |
| | NBC | 2.4 † | 2.4 | | | | | |
| Sets-In-Use | | 10.0 † | 10.0 | | | | | |
| Available Homes | | 78.0 † | 78.0 | | | | | |

| | | | | | | | | |
|-----------------|-----|--------|------|------|------|----|--|--|
| 10:00 A.M. | ABC | 1.9 † | 1.7 | 1.8 | 2.6 | †† | | |
| to | CBS | 2.5 † | 2.0 | 2.8 | 3.0 | | | |
| 10:30 A.M. | MBS | 1.9 † | 2.0 | 2.0 | 1.7 | | | |
| | NBC | 3.3 † | 3.2 | 3.2 | 3.4 | | | |
| Sets-In-Use | | 13.6 † | 14.0 | 12.0 | 14.8 | | | |
| Available Homes | | 78.1 † | 76.7 | 81.0 | 77.2 | | | |

| | | | | | | | | |
|-----------------|-----|--------|------|------|------|--|--|--|
| 9:00 A.M. | ABC | 1.4 † | 1.1 | 1.8 | 1.5 | | | |
| to | CBS | 2.5 † | 2.4 | 2.5 | 2.8 | | | |
| 9:30 A.M. | MBS | 1.9 † | 2.1 | 1.7 | 1.6 | | | |
| | NBC | 2.8 † | 2.5 | 2.3 | 4.2 | | | |
| Sets-In-Use | | 11.1 † | 10.9 | 9.8 | 13.2 | | | |
| Available Homes | | 80.4 † | 77.9 | 84.3 | 81.6 | | | |

| | | | | | | | | |
|-----------------|-----|--------|------|------|------|--|--|--|
| 10:30 A.M. | ABC | 1.7 † | 1.5 | 2.4 | 1.4 | | | |
| to | CBS | 1.7 † | 1.4 | 1.8 | 2.0 | | | |
| 11:00 A.M. | MBS | 1.6 † | 1.5 | 1.7 | 2.0 | | | |
| | NBC | 4.5 † | 4.0 | 4.6 | 5.7 | | | |
| Sets-In-Use | | 13.4 † | 12.9 | 13.1 | 15.1 | | | |
| Available Homes | | 74.8 † | 73.2 | 77.1 | 75.0 | | | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

DAYTIME AUDIENCES

DAYS: SATURDAYS

| TERRITORY PERIOD TIME | Net-Work | HOOPERATINGS | | | | | | | Pacific Time | EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | | Pacific Time |
|-----------------------------|----------|----------------------|--------------------------|------------------|-------|---------------|---------|-----------------|-----------------|----------------------------|----------|----------------------|--------------------------|------------------|-------|---------------|---------------|---------|-----------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | Pacific | | | | Over-All Averages | "Sectional" Hooperatings | | | | | Pacific | |
| | | | East | North Central | South | Moun- tain | Pacific | | | | | | East | North Central | South | Moun- tain | Pacific | | |
| 8:00 M. | ABC | 2.1 | 2.3 | 2.6 | 1.9 | †† | 0.7 | 8:00 A.M. | to | ABC | 1.6 | 1.5 | 1.2 | 2.3 | †† | 2.2 | 9:30 A.M. | | |
| | CBS | 3.8 | 3.1 | 4.1 | 4.4 | | 3.1 | | | CBS | 5.5 | 5.4 | 6.4 | 4.1 | | 5.6 | | | |
| | MBS | 1.8 | 2.0 | 1.8 | 2.0 | | 0.6 | | | MBS | 1.9 | 1.7 | 2.7 | 2.0 | | 0.5 | | | |
| | NBC | 2.9 | 2.5 | 3.6 | 3.7 | | 1.9 | | | NBC | 1.9 | 1.5 | 2.0 | 3.0 | | 1.3 | | | |
| Sets-In-Use | | 14.0 | 14.1 | 14.3 | 15.6 | | 10.5 | Sets-In-Use | | 15.2 | 15.5 | 15.2 | 15.9 | | 12.5 | | | | |
| Available Homes | | 75.0 | 73.5 | 77.2 | 72.2 | | 79.8 | Available Homes | | 72.8 | 71.0 | 74.8 | 73.9 | | 73.4 | | | | |
| 8:30 M. | ABC | 1.5 | 1.5 | 2.0 | 1.8 | | 0.8 | 8:30 A.M. | to | ABC | 1.6 | 1.4 | 1.7 | 2.2 | | 1.1 | 10:30 A.M. | | |
| | CBS | 4.1 | 3.9 | 5.1 | 3.7 | | 2.5 | | | CBS | 6.3 | 6.6 | 6.2 | 5.2 | | 5.1 | | | |
| | MBS | 1.6 | 1.8 | 2.0 | 1.0 | | 1.5 | | | MBS | 1.9 | 2.1 | 1.2 | 1.9 | | 2.6 | | | |
| | NBC | 2.7 | 2.2 | 2.5 | 3.7 | | 2.8 | | | NBC | 1.8 | 1.0 | 3.4 | 2.1 | | 1.8 | | | |
| Sets-In-Use | | 14.1 | 14.5 | 14.4 | 15.1 | | 10.3 | Sets-In-Use | | 15.8 | 16.3 | 15.9 | 15.0 | | 14.5 | | | | |
| Available Homes | | 72.4 | 70.5 | 74.6 | 70.5 | | 76.2 | Available Homes | | 73.2 | 72.6 | 74.4 | 73.3 | | 75.1 | | | | |
| 9:00 M. | ABC | 1.7 | 1.6 | 1.1 | 1.8 | | 3.1 | 9:00 A.M. | to | ABC | 1.8 | 1.8 | 1.7 | 2.3 | | 1.1 | 10:30 A.M. | | |
| | CBS | 5.5 | 5.1 | 5.8 | 5.4 | | 5.3 | | | CBS | 5.1 | 4.6 | 6.5 | 4.6 | | 4.7 | | | |
| | MBS | 1.8 | 1.9 | 2.4 | 1.1 | | 0.7 | | | MBS | 1.9 | 2.2 | 2.4 | 1.0 | | 0.8 | | | |
| | NBC | 2.2 | 2.1 | 1.7 | 3.1 | | 1.8 | | | NBC | 1.9 | 1.4 | 2.7 | 2.3 | | 1.8 | | | |
| Sets-In-Use | | 15.3 | 15.6 | 14.0 | 16.0 | | 14.7 | Sets-In-Use | | 15.6 | 15.9 | 16.5 | 16.1 | | 12.3 | | | | |
| Available Homes | | 74.1 | 73.0 | 74.8 | 72.8 | | 76.7 | Available Homes | | 71.9 | 69.3 | 74.7 | 75.7 | | 71.4 | | | | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

DAYTIME AUDIENCES

DAYS: SATURDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 2:00 P.M. | ABC | 2.0 | 2.3 | 1.6 | 2.2 | †† | 0.6 | 11:00 A.M. |
| to | CBS | 4.1 | 4.3 | 4.2 | 4.1 | | 3.3 | to |
| 2:30 P.M. | MBS | 1.8 | 2.1 | 1.8 | 1.4 | | 0.6 | 11:30 A.M. |
| | NBC | 1.7 | 0.8 | 1.6 | 1.9 | | 3.5 | |
| Sets-In-Use | | 15.5 | 17.6 | 13.8 | 13.7 | | 12.7 | |
| Available Homes | | 70.4 | 67.4 | 74.0 | 73.5 | | 68.4 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 3:30 P.M. | ABC | 1.8 | 1.9 | 1.0 | 2.5 | †† | 1.7 | 12:30 P.M. |
| to | CBS | 1.7 | 0.9 | 2.1 | 2.5 | | 2.6 | to |
| 4:00 P.M. | MBS | 1.6 | 1.9 | 2.1 | 1.0 | | 1.2 | 1:00 P.M. |
| | NBC | 1.5 | 0.9 | 1.7 | 2.6 | | 1.5 | |
| Sets-In-Use | | 15.4 | 17.2 | 14.5 | 14.0 | | 13.2 | |
| Available Homes | | 67.8 | 64.3 | 70.7 | 72.6 | | 67.4 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|--|------|------------|
| 2:30 P.M. | ABC | 2.0 | 2.0 | 1.7 | 3.1 | | 1.2 | 11:30 A.M. |
| to | CBS | 2.8 | 1.9 | 3.8 | 3.0 | | 3.5 | to |
| 3:00 P.M. | MBS | 1.6 | 1.6 | 1.9 | 1.6 | | 1.3 | 12:00 NOON |
| | NBC | 1.4 | 1.0 | 1.3 | 1.9 | | 1.7 | |
| Sets-In-Use | | 14.9 | 16.3 | 14.9 | 13.4 | | 12.6 | |
| Available Homes | | 69.6 | 66.9 | 72.1 | 73.5 | | 68.2 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|--|------|-----------|
| 4:00 P.M. | ABC | 1.7 | 1.6 | 1.5 | 2.0 | | 1.5 | 1:00 P.M. |
| to | CBS | 1.5 | 1.3 | 1.1 | 1.5 | | 3.1 | to |
| 4:30 P.M. | MBS | 1.7 | 1.7 | 2.3 | 1.6 | | 0.7 | 1:30 P.M. |
| | NBC | 1.4 | 0.9 | 1.5 | 2.2 | | 1.4 | |
| Sets-In-Use | | 15.1 | 16.7 | 14.7 | 14.5 | | 12.8 | |
| Available Homes | | 68.0 | 64.1 | 70.4 | 72.3 | | 69.9 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|--|------|------------|
| 3:00 P.M. | ABC | 1.8 | 2.1 | 1.0 | 2.0 | | 1.0 | 12:00 NOON |
| to | CBS | 1.7 | 1.4 | 1.9 | 1.8 | | 2.5 | to |
| 3:30 P.M. | MBS | 2.1 | 2.0 | 3.0 | 1.2 | | 1.5 | 12:30 P.M. |
| | NBC | 1.3 | 0.7 | 1.7 | 1.6 | | 1.7 | |
| Sets-In-Use | | 14.9 | 16.9 | 14.0 | 12.3 | | 13.2 | |
| Available Homes | | 69.0 | 65.8 | 73.3 | 72.8 | | 66.2 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|--|------|-----------|
| 4:30 P.M. | ABC | 1.5 | 1.5 | 1.5 | 1.5 | | 1.4 | 1:30 P.M. |
| to | CBS | 1.8 | 1.6 | 1.5 | 2.3 | | 1.2 | to |
| 5:00 P.M. | MBS | 1.9 | 1.9 | 2.6 | 1.3 | | 1.4 | 2:00 P.M. |
| | NBC | 1.3 | 1.0 | 1.5 | 1.6 | | 0.9 | |
| Sets-In-Use | | 13.8 | 14.1 | 14.1 | 13.2 | | 12.3 | |
| Available Homes | | 68.0 | 64.0 | 70.2 | 73.2 | | 69.3 | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

DAYTIME-EVENING AUDIENCES

DAYS: SATURDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 5:00 P.M. | ABC | 1.4 | 1.6 | 0.7 | 1.9 | †† | 1.0 | 2:00 P.M. |
| to | CBS | 2.2 | 1.7 | 2.9 | 3.2 | | 1.1 | to |
| 5:30 P.M. | MBS | 2.0 | 2.0 | 2.9 | 1.8 | | 0.9 | 2:30 P.M. |
| | NBC | 1.7 | 1.3 | 1.2 | 2.1 | | 2.3 | |
| Sets-In-Use | | 14.1 | 14.4 | 13.9 | 15.0 | | 11.9 | |
| Available Homes | | 67.9 | 65.9 | 70.5 | 70.4 | | 65.5 | |

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | |
| 6:30 P.M. | ABC | 1.6 | 1.5 | 1.4 | 2.2 | 1.7 | 1.0 | 3:30 P.M. |
| to | CBS | 3.0 | 3.2 | 3.6 | 2.9 | 2.1 | 1.7 | to |
| 7:00 P.M. | MBS | 2.8 | 2.8 | 3.5 | 2.7 | 2.0 | 1.8 | 4:00 P.M. |
| | NBC | 2.5 | 2.3 | 2.9 | 3.9 | 2.5 | 1.3 | |
| Sets-In-Use | | 16.1 | 16.8 | 16.2 | 16.3 | 13.2 | 14.1 | |
| Available Homes | | 72.5 | 71.7 | 70.5 | 75.1 | 70.2 | 65.1 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|--|------|-----------|
| 5:30 P.M. | ABC | 1.2 | 1.3 | 1.3 | 1.3 | | 0.4 | 2:30 P.M. |
| to | CBS | 2.9 | 2.3 | 3.6 | 4.4 | | 2.0 | to |
| 6:00 P.M. | MBS | 2.0 | 1.7 | 2.8 | 2.2 | | 1.0 | 3:00 P.M. |
| | NBC | 1.9 | 1.7 | 1.7 | 2.4 | | 2.1 | |
| Sets-In-Use | | 14.7 | 14.6 | 15.1 | 15.0 | | 15.0 | |
| Available Homes | | 69.3 | 68.0 | 73.3 | 72.2 | | 63.5 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 7:00 P.M. | ABC | 2.4 | 2.6 | 2.3 | 3.0 | 1.5 | 1.2 | 4:00 P.M. |
| to | CBS | 3.4 | 3.2 | 4.8 | 3.4 | 3.6 | 1.5 | to |
| 7:30 P.M. | MBS | 2.8 | 2.6 | 3.7 | 2.3 | 4.7 | 1.7 | 4:30 P.M. |
| | NBC | 3.1 | 3.0 | 3.3 | 3.9 | 2.1 | 2.1 | |
| Sets-In-Use | | 17.0 | 17.9 | 17.5 | 16.5 | 14.3 | 14.5 | |
| Available Homes | | 72.0 | 70.4 | 75.6 | 74.2 | 69.7 | 66.8 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 5:00 P.M. | ABC | 1.5 | 1.3 | 1.4 | 2.2 | 1.4 | 1.2 | 3:00 P.M. |
| to | CBS | 2.8 | 3.0 | 3.4 | 2.6 | 2.5 | 1.3 | to |
| 5:30 P.M. | MBS | 2.6 | 2.8 | 2.7 | 1.9 | 4.9 | 1.7 | 3:30 P.M. |
| | NBC | 2.6 | 3.0 | 2.8 | 3.0 | 1.4 | 1.0 | |
| Sets-In-Use | | 15.7 | 17.4 | 15.7 | 13.9 | 13.5 | 13.4 | |
| Available Homes | | 71.4 | 71.0 | 74.7 | 73.5 | 68.3 | 65.0 | |

| | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------|
| 7:30 P.M. | ABC | 3.4 | 4.1 | 3.5 | 3.7 | 1.5 | 0.8 | 4:30 P.M. |
| to | CBS | 3.4 | 3.1 | 5.5 | 3.1 | 3.5 | 1.3 | to |
| 8:00 P.M. | MBS | 2.6 | 3.0 | 2.7 | 1.7 | 4.6 | 2.1 | 5:00 P.M. |
| | NBC | 4.4 | 3.9 | 5.6 | 4.8 | 5.5 | 3.1 | |
| Sets-In-Use | | 18.3 | 19.3 | 20.8 | 16.4 | 17.5 | 13.7 | |
| Available Homes | | 71.0 | 68.3 | 75.7 | 73.9 | 73.3 | 66.5 | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: SATURDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time | EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|---------|-----------------|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|-----------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | | | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | | | | | East | North Central | South | Mountain | Pacific | |
| 8:00 P.M. | ABC | 3.5 | 3.9 | 3.0 | 4.7 | 2.2 | 1.2 | 5:00 P.M. | ABC | 5.8 | 6.6 | 5.4 | 6.1 | 7.1 | 2.4 | 6:30 P.M. | |
| to | CBS | 4.4 | 4.3 | 5.9 | 4.5 | 3.6 | 2.0 | to | CBS | 4.3 | 4.3 | 5.2 | 4.1 | 3.7 | 3.0 | to | |
| 8:30 P.M. | MBS | 4.4 | 4.6 | 4.7 | 3.8 | 9.1 | 2.8 | 5:30 P.M. | MBS | 3.3 | 3.2 | 3.3 | 3.7 | 2.4 | 3.2 | 7:00 P.M. | |
| | NBC | 5.2 | 5.5 | 6.9 | 5.3 | 2.4 | 2.4 | | NBC | 7.9 | 7.0 | 9.2 | 9.2 | 9.1 | 7.0 | | |
| Sets-In-Use | | 21.1 | 22.1 | 23.0 | 21.0 | 20.1 | 15.0 | Sets-In-Use | | 25.3 | 24.8 | 26.4 | 27.6 | 24.5 | 22.2 | | |
| Available Homes | | 69.8 | 67.0 | 72.4 | 71.7 | 73.0 | 71.0 | Available Homes | | 67.4 | 64.6 | 68.4 | 68.8 | 69.3 | 72.6 | | |

| | | | | | | | | | | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------------|------------|------|------|------|------|------|------|-----|-----------|
| 8:30 P.M. | ABC | 4.7 | 5.8 | 3.4 | 5.8 | 5.3 | 1.3 | 5:30 P.M. | 10:00 P.M. | ABC | 3.8 | 3.8 | 3.7 | 3.2 | 7.7 | 3.1 | 7:00 P.M. |
| to | CBS | 5.0 | 5.0 | 6.0 | 5.1 | 3.6 | 3.1 | to | to | CBS | 4.0 | 4.1 | 4.6 | 3.2 | 5.1 | 2.8 | to |
| 9:00 P.M. | MBS | 2.8 | 2.8 | 2.8 | 2.2 | 4.0 | 3.0 | 6:00 P.M. | 10:30 P.M. | MBS | 3.0 | 2.6 | 3.6 | 3.5 | 2.2 | 3.4 | 7:30 P.M. |
| | NBC | 7.3 | 7.2 | 8.6 | 9.5 | 5.0 | 3.0 | | | NBC | 7.7 | 6.1 | 8.8 | 9.7 | 10.1 | 8.0 | |
| Sets-In-Use | | 23.3 | 24.7 | 24.0 | 24.9 | 20.8 | 15.7 | Sets-In-Use | | 22.7 | 20.0 | 25.1 | 25.4 | 27.3 | 22.3 | | |
| Available Homes | | 68.3 | 65.1 | 69.7 | 71.4 | 73.1 | 70.3 | Available Homes | | 66.7 | 64.1 | 68.3 | 68.1 | 70.2 | 69.6 | | |

| | | | | | | | | | | | | | | | | | |
|-----------------|-----|------|------|------|------|------|------|-----------------|------------|--------|--------|-------|------|------|------|-----|-----------|
| 9:00 P.M. | ABC | 7.2 | 9.1 | 6.1 | 7.7 | 7.5 | 2.1 | 6:00 P.M. | 10:30 P.M. | ABC | 3.1 † | 2.1 † | 3.0 | 3.7 | 5.2 | 4.6 | 7:30 P.M. |
| to | CBS | 3.3 | 3.1 | 3.8 | 2.5 | 3.1 | 4.3 | to | to | CBS | 4.1 † | 3.9 † | 4.8 | 3.0 | 6.1 | 4.8 | to |
| 9:30 P.M. | MBS | 2.7 | 2.7 | 1.8 | 3.9 | 2.6 | 3.1 | 6:30 P.M. | 11:00 P.M. | MBS | 2.6 † | 2.1 † | 2.9 | 3.6 | 3.0 | 2.0 | 8:00 P.M. |
| | NBC | 9.0 | 9.0 | 10.4 | 10.3 | 9.8 | 4.3 | | | NBC | 5.7 † | 4.2 † | 5.3 | 8.0 | 7.3 | 7.1 | |
| Sets-In-Use | | 26.0 | 27.2 | 24.8 | 28.4 | 25.0 | 20.8 | Sets-In-Use | | 19.5 † | 15.4 † | 20.5 | 23.0 | 24.1 | 23.7 | | |
| Available Homes | | 67.8 | 65.1 | 68.1 | 70.3 | 69.8 | 72.1 | Available Homes | | 66.1 † | 61.9 † | 68.4 | 70.8 | 67.0 | 67.6 | | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

EVENING AUDIENCES

DAYS: SATURDAYS

| EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time | EASTERN NETWORK TIME | Net-Work | HOOPERATINGS | | | | | | Pacific Time |
|----------------------|----------|-------------------|--------------------------|---------------|-------|----------|-----------|--------------|----------------------|----------|-------------------|--------------------------|---------------|-------|------------|---------|--------------|
| | | Over-All Averages | "Sectional" Hooperatings | | | | | | | | Over-All Averages | "Sectional" Hooperatings | | | | | |
| | | | East | North Central | South | Mountain | Pacific | | | | | East | North Central | South | Mountain | Pacific | |
| 10:00 P.M. | ABC | | | | 3.6 | 6.2 | 8:00 P.M. | to | ABC | | | | | 6.4 | 9:30 P.M. | | |
| | CBS | | | | 6.0 | 3.6 | | | CBS | | | | | 3.9 | | | |
| | MBS | | | | 4.9 | 4.8 | | | MBS | | | | | 2.1 | | | |
| | NBC | | | | 10.1 | 8.2 | | | NBC | | | | | 5.1 | | | |
| Sets-In-Use | | | | | 26.7 | 27.6 | | | | | | | | 25.2 | | | |
| Available Homes | | | | | 67.9 | 66.8 | | | | | | | | 65.3 | | | |
| 10:30 P.M. | ABC | | | | 2.6 | 6.4 | 8:30 P.M. | to | ABC | | | | | 3.8 | 10:00 P.M. | | |
| | CBS | | | | 3.8 | 3.9 | | | CBS | | | | | 3.8 | | | |
| | MBS | | | | 2.8 | 4.3 | | | MBS | | | | | 0.9 | | | |
| | NBC | | | | 10.8 | 8.9 | | | NBC | | | | | 6.7 | | | |
| Sets-In-Use | | | | | 23.8 | 30.2 | | | | | | | | 24.5 | | | |
| Available Homes | | | | | 66.4 | 66.4 | | | | | | | | 62.2 | | | |
| 11:00 P.M. | ABC | | | | | 9.2 | 9:00 P.M. | to | ABC | | | | | | | | |
| | CBS | | | | | 2.9 | | | CBS | | | | | | | | |
| | MBS | | | | | 2.3 | | | MBS | | | | | | | | |
| | NBC | | | | | 8.8 | | | NBC | | | | | | | | |
| Sets-In-Use | | | | | | 30.3 | | | | | | | | | | | |
| Available Homes | | | | | | 66.0 | | | | | | | | | | | |



"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

| ALPHABETIC INDEX | HOOPERATINGS | | | | | | ALPHABETIC INDEX | HOOPERATINGS | | | | | |
|---|------------------|---------------------|---------------|-------|----------|---------|--|------------------|---------------------|---------------|-------|----------|---------|
| PROGRAM NAME | Over-All Average | By Individual Areas | | | | | PROGRAM NAME | Over-All Average | By Individual Areas | | | | |
| | | East | North Central | South | Mountain | Pacific | | | East | North Central | South | Mountain | Pacific |
| ADVENTURES OF ARCHIE ANDREWS | 4.4 | 4.0 | 4.6 | 5.7 | § | 3.5 | BIG SISTER | 6.2 | 6.5 | 7.2 | 6.4 | 5.5 | 3.8 |
| ADVENTURES OF SAM SPADE | 7.9 | 5.8 | 7.7 | 7.8 | 7.4 | 15.7 | BIG STORY | 9.0 | 7.1 | 9.6 | 10.3 | §§ | 12.2 |
| ADVENTURES OF THE THIN MAN (Formerly listed as "New Adventures of The Thin Man") (Program broadcast July thru Sept.) | 6.9 | 6.7 | 7.6 | 7.7 | § | 5.5 | BILL STERN | 5.2† | 5.0† | 4.8 | 6.2 | § | 4.5 |
| AMERICAN ALBUM OF FAMILIAR MUSIC | 7.2 | 6.6 | 7.8 | 7.4 | 9.5 | 7.4 | BILLY ROSE PITCHING HORSESHOES (Program broadcast M-W-F May thru July 9. Broadcast Mon. thru Fri. July 12 thru Sept.) | 3.7 | 4.0 | 3.2 | 3.0 | § | 5.1 |
| AMERICA'S TOWN MEETING OF THE AIR (Co-op) | 3.3 | 2.6 | 2.5 | § | §§ | 4.6 | BLONDIE | 6.9 | 6.1 | 7.1 | 5.5 | 6.7 | 11.7 |
| ANACIN HOLLYWOOD STAR THEATRE (Formerly listed as "Hollywood Star Preview") | 4.0 | 3.2 | 3.9 | 3.6 | 7.5 | 5.8 | BOB HAWK SHOW | 7.9 | 8.0 | 8.1 | 7.6 | 6.5 | 8.3 |
| ARTHUR GAETH | 1.6 | 1.5 | 1.6 | §§ | § | 1.3 | BOXING BOUT | 3.1 | 3.3 | 2.9 | 3.0 | 3.2 | 3.1 |
| ARTHUR GODFREY (Liggett & Myers Tobacco Co. 11:00-11:30 A.M. Mon. thru Fri.) | 5.5 | 6.0 | 6.9 | 3.8 | 6.1 | 3.3 | BREAKFAST CLUB (Philo) | 5.0 | 4.8 | 6.4 | 4.5 | 4.1 | 4.4 |
| AUNT JENNY | 5.7 | 6.3 | 5.9 | § | 5.2 | 4.0 | BREAKFAST CLUB (Swift-9:30) | 4.6 | 4.3 | 5.3 | 4.8 | 5.0 | 4.0 |
| BACKSTAGE WIFE | 6.0 | 4.4 | 4.9 | 10.8 | 6.2 | 5.9 | BREAKFAST CLUB (Swift-9:15) | 4.3 | 4.1 | 4.9 | 4.0 | 4.2 | 4.6 |
| BAND OF AMERICA (Program broadcast June 4 thru Sept.) | 3.8 | 3.5 | 3.3 | 4.7 | § | §§ | BREAK THE BANK | 9.6 | 11.0 | 8.0 | 8.7 | 5.8 | 10.4 |
| BAUHAGE TALKING | 2.4 | 3.7 | §§ | 2.1 | §§ | §§ | BRIDE AND GROOM | 3.9 | 3.2 | 4.7 | 5.2 | 4.4 | 3.1 |
| BEHIND THE FRONT PAGE | 2.7 | 3.2 | 2.8 | 2.0 | 1.1 | 2.2 | CALL THE POLICE (Program broadcast June 1 thru Sept.) | 6.6 | 6.2 | 7.6 | 6.8 | §§ | 4.6 |
| BETTY CROCKER MAGAZINE OF THE AIR | 3.4 | 3.0 | 3.9 | 4.0 | 2.6 | 3.2 | CAMEL CARAVAN (Program broadcast July 5 thru Sept.) | 5.7 | 4.9 | 7.4 | 5.4 | § | 4.7 |
| | | | | | | | CAN YOU TOP THIS? | 6.3 | 5.3 | 6.6 | 8.3 | 6.6 | 6.5 |
| | | | | | | | CARMEN CAVALLERO SHOW (Program broadcast July thru Sept.) | 4.6 | 4.7 | 4.4 | 5.8 | § | 3.0 |

SN2 † Excluding Eastern area Interviewing May 15-21st.

§ Insufficient for reporting. §§ Not broadcast in designated area.

"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

| ALPHABETIC INDEX | HOOPERATINGS | | | | | | ALPHABETIC INDEX | HOOPERATINGS | | | | | |
|--|------------------|---------------------|-------|----------|---------|--------------|---|--------------|------------------|---------------------|-------|----------|---------|
| | Over-All Average | By Individual Areas | | | | | | PROGRAM NAME | Over-All Average | By Individual Areas | | | |
| East | | North Central | South | Mountain | Pacific | PROGRAM NAME | East | | | North Central | South | Mountain | Pacific |
| ERIC POSTER (Co-op) | 2.3 | 2.8 | 2.0 | 2.5 | §§ | §§ | ERWIN C. CANHAM | 1.9 | 2.0 | 1.4 | 1.7 | § | 2.7 |
| HECKERBOARD JAMBOREE | 3.1 | § | § | 3.4 | §§ | §§ | ETHEL AND ALBERT (Co-op) | 1.9 | 2.2 | §§ | § | §§ | § |
| UB TIME | 2.4 | 1.9 | 3.4 | § | § | § | EVERYBODY WINS | 6.9 | 6.0 | 8.5 | 5.2 | 8.6 | 9.0 |
| CONTENTED PROGRAM Program cancelled May 17 and June 21 only) | 5.6 | 4.9 | 6.5 | 5.5 | 7.7 | 5.8 | FAMILY HOUR | 2.8 | 2.8 | 3.3 | 2.4 | 4.1 | 2.3 |
| COUNTY FAIR | 5.3 | 5.0 | 5.9 | 5.0 | § | 4.8 | FISHING AND HUNTING CLUB OF THE ATP (Program cancelled June 21 only) | 2.6 | 3.1 | 1.9 | § | §§ | § |
| TIME PHOTOGRAPHER | 9.3 | 9.6 | 10.0 | 8.2 | 9.0 | 8.6 | FRED WARING SHOW (T-T AM) | 3.5 | 3.0 | 4.1 | 3.3 | 6.9 | 3.7 |
| ERTAIN TIME | 4.6 | 4.0 | 6.0 | 5.7 | 5.5 | 3.1 | FRED WARING SHOW (Thurs.PM) (Program cancelled May 17 and June 21 only) | 5.4 | 4.6 | 6.3 | 5.5 | 7.2 | 6.0 |
| SHIELL HAMMETT'S "PAT MAN" | 9.2 | 9.3 | 9.1 | 9.8 | 7.2 | 8.9 | FRED WARING SHOW (Fri.AM) | 3.7 | 3.0 | 4.1 | 3.7 | § | 5.0 |
| VID HARUM | 2.7 | 2.7 | 3.5 | 1.1 | 1.7 | §§ | FRED WARING SHOW (M-W AM) | 3.0 | 2.8 | 3.2 | 3.0 | § | 2.3 |
| IZY DEAN Program broadcast July 3 (thru Sept.) | 1.6 | 1.4 | § | § | § | § | FRONT PAGE FARRELL | 4.3 | 4.0 | 4.6 | 5.2 | 3.9 | 4.3 |
| CHRISTIAN | 6.1 | 6.2 | 6.3 | 6.4 | 7.8 | 4.4 | FULTON LEWIS (Co-op) | 3.3 | 3.9 | 3.0 | 2.8 | 3.2 | 2.5 |
| . I. O. Program cancelled June 1 only) | 7.3 | 6.5 | 8.0 | 7.7 | 10.2 | 7.4 | GABRIEL HEATTER (M-W) | 4.7 | 5.0 | 4.8 | 4.3 | 4.5 | 4.4 |
| ROTHY FULDHEIM | 1.2 | 1.3 | 0.8 | 1.5 | § | § | GARRIEL HEATTER (Fri.) | 3.7 | 3.2 | 3.9 | 3.9 | § | 4.7 |
| UBLE OR NOTHING NBC Program broadcast (thru Sept.) | 3.0 | 2.1 | 3.4 | 4.7 | 3.1 | 3.1 | GARRIEL HEATTER (T-T) | 5.1 | 5.0 | 5.3 | 4.6 | 4.6 | 7.3 |
| W PEARSON | 7.0 | 7.3 | 5.9 | 7.0 | § | 7.0 | GANGBUSTERS (P.& G.& Co-op) (* Includes second broad- cast WCFL in Chicago) | 8.2 | 8.9 | 6.8 | 7.4 | 7.6 | 9.4 |
| WIN C. HILL | 2.2 | 2.0 | 2.4 | 2.5 | § | 2.2 | GANGBUSTERS (Co-op) | 8.9 | 8.8 | § | 10.2 | § | § |
| IC SEVAREID AND THE NEWS | 3.2 | 3.2 | 3.4 | 2.5 | 3.1 | §§ | GANGBUSTERS (P.& G.) (* Includes second broad- cast WCFL in Chicago) | 7.5 | 9.6 | 7.0 | 5.2 | § | 9.8 |



N2 † Excluding Eastern area Interviewing May 15-21st.

§ Insufficient for reporting. §§ Not broadcast in designated area.

"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

| ALPHABETIC INDEX | | HOOPERATINGS | | | | | ALPHABETIC INDEX | | HOOPERATINGS | | | | |
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| PROGRAM NAME | Over-All Average | By Individual Areas | | | | | PROGRAM NAME | Over-All Average | By Individual Areas | | | | |
| | | East | North Central | South | Mountain | Pacific | | | East | North Central | South | Mountain | Pacific |
| G.E.HOUSE PARTY | 3.3 | 3.1 | 4.3 | 2.6 | 3.5 | 2.9 | JACK BERCH | 2.8 | 2.5 | 2.9 | 3.8 | 3.9 | 2.2 |
| GENE AUFRY SHOW | 3.9 | 3.9 | 4.5 | 4.1 | 4.5 | 2.2 | JIMMIE FIDLER (ABC) | 3.5 | 3.4 | 2.5 | 4.5 | § | 4.5 |
| GIVE AND TAKE | 4.7 | 4.7 | 4.8 | 4.3 | § | 4.9 | JIMMIE FIDLER (MBS) | 3.3 | 2.9 | 3.6 | § | § | 3.1 |
| GRAND CENTRAL STATION | 6.2 | 6.4 | 6.4 | 4.7 | § | 5.1 | JOHN NESBITT'S PASSING PARADE | 1.8 | 1.9 | 1.5 | §§ | 2.2 | §§ |
| GRAND OLD OPRY | 5.9† | 4.1† | 5.6 | 8.4 | 8.7 | 7.0 | JOYCE JORDAN, M.D. | 4.1 | 4.0 | 3.8 | 5.3 | 3.9 | 3.2 |
| GRAND SLAM | 5.2 | 5.7 | 6.7 | 2.9 | § | 2.8 | JUNIOR MISS | 4.0 | 3.9 | 5.1 | 3.7 | § | 2.5 |
| GUIDING LIGHT | 5.1 | 5.0 | 6.2 | 5.8 | 5.7 | 3.1 | JUST PLAIN BILL | 5.0 | 4.7 | 5.2 | 6.1 | 4.0 | 4.7 |
| HALLMARK PLAYHOUSE (Program broadcast June 17 thru Sept.) | 7.1 | 7.4 | 7.7 | 6.3 | § | 5.5 | KATE SMITH SPEAKS (Co-op) | 2.3 | 2.4 | 2.0 | 1.5 | 3.8 | §§ |
| HARVEST OF STARS | 4.2 | 4.0 | 5.1 | 3.0 | 2.6 | 5.5 | LADIES BE SEATED (Quaker) | 3.7 | 3.2 | 4.2 | 4.6 | 4.5 | 2.9 |
| HEART'S DESIRE | 1.7 | 1.8 | 1.8 | §§ | 2.9 | 0.9 | LADIES BE SEATED (Toni) | 3.8 | 3.4 | 4.1 | 4.7 | 2.9 | 3.3 |
| HENRY J. TAYLOR | 2.2 | 2.5 | 1.9 | 1.4 | 3.7 | 1.9 | LASSIE | 1.8 | 1.2 | 1.7 | 2.1 | § | § |
| HINT HUNT | 2.9 | 2.5 | 4.0 | 2.6 | 2.0 | 2.7 | LET'S PRETEND | 3.9 | 3.3 | 4.2 | 4.6 | § | 3.1 |
| HIT THE JACKPOT (Program broadcast July thru Sept.) | 7.5 | 6.7 | 9.4 | 7.1 | § | 7.3 | LET'S TALK HOLLYWOOD (*Includes second broadcast, NBC on Pacific Coast,) (Program broadcast July 4 thru Sept.) | 3.0 *3.7 | 3.2 | 2.6 | 2.9 | § | 3.5 *6.9 |
| HOUSE OF MYSTERY (* Includes second broadcast WCPO in Cincinnati) | 4.2 *4.2 | 3.9 *4.0 | 4.1 | 3.7 | 7.3 | 4.9 | LIFE CAN BE BEAUTIFUL | 4.2 | 3.1 | 3.8 | 6.6 | 7.2 | 4.5 |
| H.V.KALTENBORN (M-W-F) RICHARD HARKNESS (T-T) | 5.2 | 5.5 | 4.3 | 6.5 | §§ | §§ | LIGHT OF THE WORLD | 3.4 | 3.0 | 3.1 | 5.2 | 6.6 | 3.1 |
| INNER SANCTUM | 8.2 | 7.9 | 7.4 | 7.2 | 7.4 | 12.2 | LONE RANGER | 6.7 | 7.3 | 7.0 | 5.7 | 5.1 | 5.4 |
| INSIDE OF SPORTS | 2.0 | 1.9 | 2.8 | 2.4 | 1.6 | 1.3 | LORA LAWTON | 2.9 | 2.2 | 2.5 | 4.5 | 6.0 | 2.2 |
| | | | | | | | LORENZO JONES | 5.3 | 4.2 | 4.9 | 8.0 | 5.8 | 5.9 |
| | | | | | | | LOWELL THOMAS | 5.0 | 5.3 | 4.9 | 3.6 | 7.0 | 5.3 |



SN2 † Excluding Eastern area interviewing May 15-21st.

§ Insufficient for reporting. §§ Not broadcast in designated area.

"SECTIONAL" HOOPERATINGS

RIOD: MAY, 1948 THRU SEPTEMBER, 1948

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| PROGRAM NAME | Over-All Average | By Individual Areas | | | | | PROGRAM NAME | Over-All Average | By Individual Areas | | | | |
| | | East | North Central | South | Mountain | Pacific | | | East | North Central | South | Mountain | Pacific |
| M 'N' ABNER | 3.3 | 2.8 | 4.5 | 3.3 | 2.2 | §§ | NEWS OF THE WORLD | 5.1 | 4.2 | 5.8 | 5.2 | 5.7 | 6.5 |
| HERAN HOUR | 1.1 | 0.8 | 1.6 | 1.1 | 0.8 | 2.0 | NICK CARTER, MASTER DETECTIVE | 5.7 | 5.9 | 5.8 | 5.2 | 9.0 | 4.6 |
| N CALLED "X" | 6.2 | 6.1 | 6.0 | 7.1 | 6.6 | 5.8 | ONE MAN'S FAMILY | 5.4 | 3.3 | 6.7 | 7.3 | 7.8 | 6.9 |
| WHATTAN MERRY-GO-ROUND | 6.4 | 6.5 | 7.7 | 5.4 | 6.9 | 4.7 | OUR GAL, SUNDAY | 6.1 | 6.4 | 7.1 | 4.6 | 7.7 | 4.4 |
| PERKINS (CBS) | 6.4 | 6.2 | 7.5 | 5.8 | 8.7 | 4.9 | PAUSE THAT REFRESHES ON THE AIR | 3.4 | 3.2 | 4.2 | 3.1 | 2.9 | 2.8 |
| PERKINS (NBC) | 4.4 | 3.0 | 4.7 | 6.5 | 7.6 | 4.8 | PEPPER YOUNG'S FAMILY | 5.8 | 4.1 | 4.9 | 9.9 | 10.1 | 5.9 |
| RY LEE TAYLOR | 1.8 | 1.4 | 1.7 | 2.0 | § | 3.3 | PERRY MASON | 4.1 | 4.0 | 5.0 | 3.2 | 4.2 | 3.5 |
| ET THE MEEKS | 3.0 | 2.5 | 3.6 | 3.7 | § | 2.5 | PET MILK SHOW (Formerly listed as "Saturday Night Serenade") | 4.2 | 4.2 | 5.1 | 3.3 | 4.6 | 3.7 |
| L TORNE SHOW (Program broadcast July 6 thru Sept.) | 4.2 | 3.8 | 3.4 | 5.2 | § | 5.1 | PHILIP MORRIS NIGHT WITH HORACE HEIDT | 11.0† | 9.0† | 13.4 | 10.6 | 14.5 | 13.1 |
| NDAY MORNING HEADLINES | 5.7 | 5.1 | 6.1 | 5.3 | § | 6.8 | PORTIA FACES LIFE | 6.3 | 5.8 | 6.2 | 8.5 | 5.8 | 5.3 |
| . AND MRS. NORTH | 7.8 | 7.7 | 8.6 | 8.0 | 7.9 | 6.4 | QUEEN FOR A DAY (P. Morris) (* Includes second broad- cast WCPO in Cincinnati) | 3.2 | 2.6 | 4.0 | §§ | 5.0 | 3.2 |
| . DISTRICT ATTORNEY | 11.1 | 10.2 | 11.1 | 12.6 | 11.4 | 11.7 | QUEEN FOR A DAY (Miles) (* Includes second broad- cast WCPO Cincinnati) | 3.6 | 2.6 | 4.4 | 4.2 | 6.4 | 4.0 |
| . KEEN, TRACER OF LOST PERSONS | 9.0 | 9.3 | 10.4 | 8.4 | 7.5 | 7.0 | QUIZ KIDS | 5.1 | 3.6 | 5.1 | 6.4 | 5.4 | 7.8 |
| SIC HALL | 8.4 | 9.1 | 8.0 | 7.5 | 7.9 | 7.9 | R.C.A. VICTOR SHOW | 4.0 | 3.0 | 4.2 | 4.5 | 8.4 | 5.5 |
| STERY THEATRE | 7.7 | 7.6 | 8.3 | 7.2 | § | 7.2 | REVERE ALL-STAR REVIEW | 1.8 | 1.6 | 2.3 | 1.2 | § | 2.8 |
| TRUE STORY | 5.2 | 4.9 | 5.8 | 5.5 | 3.9 | 5.0 | REXALL SUMMER THEATRE (Program broadcast June thru Sept.) | 4.0 | 4.1 | 3.9 | 3.6 | § | 4.3 |
| TIONAL FARM AND HOME HOUR | 1.4 | 1.1 | 1.9 | 1.4 | § | 1.8 | | | | | | | |
| W FACES OF 1948 (Program broadcast June 7 thru Sept.) | 4.1 | 3.5 | 3.7 | 5.2 | § | 5.3 | | | | | | | |
| W LUCILLA PARSONS SHOW | 7.9 | 8.9 | 6.4 | 7.8 | § | 7.9 | | | | | | | |



† Excluding Eastern area interviewing May 15-21st.

§ Insufficient for reporting. §§ Not broadcast in designated area.

"SECTIONAL" HOOPERATINGS

PERIOD: MAY, 1948 THRU SEPTEMBER, 1948

| ALPHABETIC INDEX | | HOOPERATINGS | | | | | ALPHABETIC INDEX | | HOOPERATINGS | | | | |
|---|------------------|---------------------|---------------|-------|----------|---------|---|------------------|---------------------|---------------|-------|----------|---------|
| PROGRAM NAME | Over-All Average | By Individual Areas | | | | | PROGRAM NAME | Over-All Average | By Individual Areas | | | | |
| | | East | North Central | South | Mountain | Pacific | | | East | North Central | South | Mountain | Pacific |
| RIGHT TO HAPPINESS | 5.9 | 3.8 | 6.1 | 10.7 | 7.0 | 5.1 | STRANGE ROMANCE OF EVELYN WINTERS | 2.9 | 2.9 | 3.0 | 2.7 | 3.2 | 2.9 |
| ROAD OF LIFE | 4.3 | 4.3 | 4.5 | 4.5 | 4.9 | 3.7 | SUPERMAN (Co-op) | 1.9 | 1.9 | §§ | 1.8 | § | §§ |
| ROBERT SHAW CHORALE (Program broadcast June 6 thru Sept.) | 2.9 | 2.5 | 2.8 | 4.0 | § | 2.7 | SUPPER CLUB | 6.0 | 5.6 | 7.7 | 5.0 | 6.9 | 7.3 |
| ROMANCE OF HELEN TRENT | 6.2 | 7.2 | 6.6 | 4.3 | 6.5 | 4.2 | TAKE A NUMBER (Program broadcast June 5 thru Sept.) | 2.4 | 2.1 | 2.2 | 1.9 | § | 3.0 |
| ROSEMARY | 5.9 | 6.8 | 6.5 | 5.1 | 3.5 | 3.6 | TAKE IT OR LEAVE IT | 11.8 | 11.1 | 13.6 | 11.2 | 10.3 | 12.2 |
| SAMUEL B. FETTINGILL | 1.5 | 1.2 | 1.8 | 2.0 | § | 1.1 | TED MALONE | 3.0 | 2.5 | 2.2 | 3.6 | 3.3 | 4.8 |
| SECOND MRS. BURTON | 4.2 | 4.2 | 4.8 | §§ | 2.7 | 3.7 | TEENFIMER'S CLUB (Program broadcast June 5 thru Sept.) | 1.3 | 1.8 | §§ | § | §§ | §§ |
| SHERIFF, THE | 7.7 | 8.9 | 6.9 | 8.3 | 5.5 | 4.9 | TELEPHONE HOUR | 6.2 | 5.9 | 5.8 | 6.3 | 6.0 | 7.5 |
| SILVER SUMMER REVUE (Program broadcast June 18 thru Sept.) | 2.9 | 2.8 | 3.8 | 2.3 | § | 2.2 | TEXACO STAR THEATRE | 4.4† | 4.1† | 4.4 | 4.2 | 5.9 | 5.0 |
| SMILIN' ED McCONNELL | 2.7 | 2.2 | 2.3 | 3.7 | § | 2.8 | TEX AND JINK (Program broadcast July 7 thru Sept.) | 4.4 | 4.0 | 4.3 | 5.8 | § | 4.0 |
| SPOTLIGHT REVUE | 5.1† | 4.1† | 6.5 | 4.5 | 6.8 | 6.4 | THEATRE OF TODAY | 5.5 | 5.1 | 5.8 | 5.4 | § | 5.3 |
| STARS OVER HOLLYWOOD | 6.0 | 5.5 | 7.3 | § | § | 6.0 | THE HOPE OF PEACE (Formerly listed as "State of the World") (Program broadcast July 4 thru Sept.) | 2.2 | 1.7 | 3.8 | 2.7 | § | § |
| STAR TIME WITH DOROTHY KILGALLEN | 2.6 | 2.5 | 3.2 | 2.5 | § | § | THE LISTENING POST | 3.0 | 2.9 | 3.2 | 3.3 | § | 2.6 |
| STELLA DALLAS | 6.1 | 4.5 | 5.4 | 9.6 | 6.9 | 7.0 | THIS CHANGING WORLD (Program broadcast June 20 thru Sept.) | 1.5 | 1.0 | 2.2 | 2.0 | § | 1.2 |
| STOP THE MUSIC (P. Lorillard, 8-8:15) (Program broadcast July 4 thru Sept.) | 9.3 | 10.9 | 8.0 | 9.7 | § | § | | | | | | | |
| STOP THE MUSIC (P. Lorillard, 8:45-9:00) (Program broadcast June 6 thru Sept.) | 12.5 | 15.4 | 10.6 | 10.2 | § | 11.7 | | | | | | | |

"SECTIONAL" HOOPERATINGS

RIOD: MAY, 1948 THRU SEPTEMBER, 1948

| ALPHABETIC INDEX | HOOPERATINGS | | | | | | ALPHABETIC INDEX | HOOPERATINGS | | | | | |
|---|------------------|---------------------|---------------|-------|----------|---------|--------------------|------------------|---------------------|---------------|-------|----------|---------|
| PROGRAM NAME | Over-All Average | By Individual Areas | | | | | PROGRAM NAME | Over-All Average | By Individual Areas | | | | |
| | | East | North Central | South | Mountain | Pacific | | | East | North Central | South | Mountain | Pacific |
| IS IS NORA DRAKE (CBS) Program broadcast June thru Sept.) | 3.1 | 3.1 | 3.1 | 2.9 | 2.0 | 3.8 | YOUNG DR. MALONE | 5.5 | 5.9 | 6.1 | 4.8 | 7.1 | 3.8 |
| IS IS NORA DRAKE (NBC) | 3.5 | 3.4 | 3.0 | 5.2 | 4.5 | 3.3 | YOUNG WIDDER BROWN | 6.0 | 5.2 | 5.2 | 6.5 | 4.4 | 7.1 |
| IS IS YOUR F. B. I. | 9.8 | 10.1 | 9.6 | 10.3 | 7.0 | 9.5 | YOUR HIT PARADE | 9.6 | 9.0 | 10.4 | 10.3 | 9.8 | 9.4 |
| REE STAR EXTRA | 3.8 | 3.8 | §§ | § | §§ | §§ | | | | | | | |
| AY'S CHILDREN | 3.4 | 2.3 | 3.7 | 5.4 | 5.4 | 3.3 | | | | | | | |
| MIX | 2.3 | 2.3 | 2.6 | 1.9 | 2.4 | 2.4 | | | | | | | |
| IE DETECTIVE MYSTERIES * Includes second broadcast (st WCPO in Cincinnati!) | 5.7 *5.7 | 5.0 *5.0 | 6.6 | 6.1 | 7.5 | 5.6 | | | | | | | |
| IE OR FALSE | 2.8 | 2.0 | 3.1 | 3.0 | § | 3.5 | | | | | | | |
| EMPTY QUESTIONS | 5.2 | 4.6 | 4.7 | 3.8 | 9.1 | 9.1 | | | | | | | |
| ICE OF FIRESTONE | 5.6 | 5.7 | 5.1 | 6.1 | 7.9 | 4.9 | | | | | | | |
| LOVE AND LEARN Program broadcast July thru Sept.) | 2.5 | 2.4 | 2.4 | 2.9 | § | §§ | | | | | | | |
| COME TRAVELERS | 4.2 | 3.9 | 4.4 | 4.1 | 3.7 | 5.0 | | | | | | | |
| DY WARREN AND THE NEWS | 4.4 | 5.0 | 5.2 | 2.8 | 5.5 | 3.1 | | | | | | | |
| THE PEOPLE | 7.8 | 7.9 | 9.0 | 7.3 | § | §§ | | | | | | | |
| PT'S MY NAME? Program broadcast June 3 thru Sept.) | 5.3 | 5.3 | 5.0 | 5.6 | § | 5.7 | | | | | | | |
| EN A GIRL MARRIES | 6.7 | 6.0 | 6.2 | 9.9 | 5.8 | 5.6 | | | | | | | |
| ISTLER, THE | 4.9 | 4.5 | 5.4 | §§ | § | §§ | | | | | | | |



§ Insufficient for reporting. §§ Not broadcast in designated area.

THE 36 HOOPER SURVEY CITIES



Cities on Standard Time
 Cities on Daylight Saving Time

| 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.



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

