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C. E. HOOPER, INC.

BROADCAST AUDIENCE MEASUREMENTS

NEW YORK

Chicago

Norwalk

Hollywood

HE 8697
A B A 126
1947/48
WINTER/SPRING

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

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

1. "Were you listening to your radio just now?"
2. "To what program were you listening, please?"
3. "What station please?"
4. (a) "What is advertised?"
 (b) Audience composition questions.

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

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

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



"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., New York 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:

<i>15 minute, five times weekly.</i>	
<i>Monday thru Friday daytime period</i>	- 18,375 homes called
<i>30 minute, once weekly evening period</i>	- 14,700 homes called
<i>30 minute, once weekly Sunday afternoon period</i>	- 14,700 homes called
<i>30 minute, once weekly Saturday daytime period</i>	- 7,350 homes called
<i>Grand total of homes called for the Publication of this Report</i>	2,032,800

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)

<i>Eastern Time Zone</i>	8:00 A.M. - 10:30 P.M.
<i>Central Time Zone</i>	8:00 A.M. - 10:00 P.M.
<i>Mountain Time Zone</i>	8:00 A.M. - 10:00 P.M.
<i>Pacific Time Zone</i>	8:00 A.M. - 10:15 P.M.

SUNDAY

<i>Eastern Time Zone</i>	12:00 Noon - 10:30 P.M.
<i>Central Time Zone</i>	11:00 A.M. - 10:00 P.M.
<i>Mountain Time Zone</i>	10:00 A.M. - 10:00 P.M.
<i>Pacific Time Zone</i>	9:00 A.M. - 10:15 P.M.

NOTE: No interviewing is conducted prior to 6:00 A.M. local time. Evening interviewing periods included in this Report stop not later than 10:30 P.M. local time. See Page E, therefore, for exceptions in the 36 city base by specific time periods.



DESCRIPTION OF REPORTED PERCENTAGES

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

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

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

COMPUTATION OF APPROXIMATE 36 CITY AVERAGES

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

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



EXAMPLE:

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

SUNDAY	AREA	REPORTED "SECTIONAL" SETS-IN-USE	% OF HOOPER SAMPLE
6:00 - 6:30 P.M., N.Y.T.	Eastern	33.6	X 42.9 14.4
6:00 - 6:30 P.M., N.Y.T.	North Central	30.1	X 22.4 6.7
6:00 - 6:30 P.M., N.Y.T.	Southern	28.1	X 18.4 5.2
6:00 - 6:30 P.M., N.Y.T.	Mountain	25.2	X 4.1 1.0
11:00 - 11:30 P.M., N.Y.T.	Pacific	40.1	X 12.2 4.0

Approximate "36 City Average" SETS-IN-USE. 32.2

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

EXPLANATION OF SYMBOLS USED ON REPORT PAGES

† No interviewing is reported in any area prior to 8:00 A.M. or after 10:30 P.M. local time. Sunday daytime interviewing begins at 12:00 Noon, New York Time. The SETS-IN-USE, HOOPERATING AND AVAILABLE HOMES measurements appearing in the "36 City" column, normally based on all 36 Hooper checking points, are, therefore, subject to the following exceptions:

MONDAYS thru SATURDAYS

- 8:00 A.M. - 9:00 A.M., N.Y.T. - Based on Eastern Area interviewing only.
- 9:00 A.M. - 10:00 A.M., N.Y.T. - Based on Eastern, North Central and Southern Area interviewing only.
- 10:00 A.M. - 11:00 A.M., N.Y.T. - Based on Eastern, North Central, Southern and Mountain Area interviewing only.

SUNDAY thru SATURDAYS

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

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

CH Computed Hooperating.



ADVERTISING AGENCIES

PLACING PROGRAMS REPORTED IN THIS ISSUE

(December, 1947 thru April, 1948)

Source: Network Radio Logs

ALBER, R. H. COMPANY

Pilgrim Hour (Last broadcast March 21st)

AUBREY, MOORE & WALLACE, INC.

True Detective Mysteries

AYER, N. W. & SON, INC.

Electric Hour
Fred Waring Show (U.S. Army)
Here's To You
Jimmy Durante Show
Telephone Hour

BATES, TED. INC.

A Day In The Life of Dennis Day
Can You Top This?
Grand Slam
Kay Kyser

BATTEN, BARTON, DURSTINE & OSBORN, INC.

Adventure of Christopher Wells
Adventure of Sam Spade
Cavalcade of America
Fred Waring Show (Gen. Electric)
Inner Sanctum
King Cole Trio
Let's Pretend
Tales of Willie Piper
Theatre Guild on The Air
Theatre of Today
The Listening Post

BENTON & BOWLES, INC.

Family Hour
Gangbusters (March 20 & April)
George Burns & Gracie
House of Mystery
Jack Berch
Juvenile Jury
Life of Riley
Pepper Young's Family (Tide)
Perry Mason (Tide)
Portia Faces Life (Post's Bran Flakes, Wheatmeal)
Rosemary
Welcome Travelers (Ivory Snow)
Wendy Warren and The News
When a Girl Marries (Diamond Crystal Salt)

BIOW COMPANY, INC., THE

Call For Music (NBC)
Dinah Shore-Harry James Show (CBS)
F.B.I. In Peace & War
Henry Morgan (Last broadcast Dec. 17th)
It Pays to Be Ignorant (Last broadcast Feb. 6th)
Milton Berle Show (Last broadcast April 6th)
Philip Morris Night with Horace Heidt
Take It or Leave It

BLACKETT, HILL & CO.

Captain Midnight

BUCHANAN & CO., INC.

Metropolitan Opera (Last broadcast March 6th)

BURNETT, LEO, COMPANY, INC.

Club Time (Eff. April 13th)
Fred Waring Show (Am. Meat)
Fred Waring Show (Minn. Valley Can.)
H. V. Kaltenborn
Smilin' Ed. McConnell

CECIL & PRESBRY, INC.

Heart's Desire
Queen For a Day (Philip Morris)
Twenty Questions

COMPTON ADVERTISING, INC.

Big Sister
Breakfast In Hollywood (P & G)
Guiding Light
Lowell Thomas
Paul Whiteman Record Club (Nestle's)
Perry Mason (Ivory Flakes)
Right to Happiness
Road of Life
Truth or Consequences
Welcome Travelers (Crisco)
Young Dr. Malone

COOPERATIVE

Abbott and Costello
America's Town Meeting of The Air
Baukhage Talking
Cedric Foster
Elmer Davis (Insufficient for Reporting March)



ADVERTISING AGENCIES (Cont'd)

COOPERATIVE (Cont'd)

Ethel and Albert
 Fulton Lewis
 Gangbusters (March 20 & April)
 Headline Edition (Last broadcast Feb. 15-21)
 Information Please
 Joan Davis Show
 John Nesbitt's Passing Parade
 Kate Smith Speaks
 Shadow, The
 Superman

DANCER-FITZGERALD-SAMPLE, INC.

American Album of Familiar Music
 American Melody Hour
 Backstage Wife
 Betty Crocker Magazine of The Air
 Beulah
 Big Town (Dr. Lyons Toothpowder)
 Bride and Groom
 Front Page Farrell
 Green Hornet
 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. Keen
 Our Gal, Sunday
 Perry Mason (Spio & Span)
 Real Stories From Real Life (Last broadcast Jan. 2-8)
 Romance of Helen Trent
 Stella Dallas
 Waltz Time
 Young Widder Brown

D'ARCY ADVERTISING CO., INC.

Pause That Refreshes on the Air
 Spotlight Revue

DOHERTY, CLIFFORD & SCHENFIELD, INC.

Break the Bank
 Mr. District Attorney

DURSTINE, ROY S., INC.

Gabriel Heatter (Serutan)
 Speak Up America
 Victor H. Lindlahr

ELLINGTON & CO., INC.

Highways In Melody

ERWIN, WASEY & CO., INC.

Billy Rose Pitching Horseshoes (Musterole-Dec.-April 6)
 (Barbasol- April 15 & 20)
 Billy Rose Pitching Horseshoes (Semler)
 Contented Program
 Martin Block Show

ESTY, WILLIAM & COMPANY, INC.

Blondie
 Bob Hawk Show
 Grand Ole Opry
 Paul Whiteman Record Club (R.J. Reynolds)
 Screen Guild Players
 Vaughn Monroe Show

FEDERAL ADVERTISING AGENCY, INC.

FOOTE, CONE & BELDING

Big Story (Dec. thru March)
 Bob Hope Show
 Breakfast Club (Toni Co.)
 Crime Photographer (April)
 Give and Take
 Hint Hunt (Meat Div.)
 Hint Hunt (Soap Div.)
 Jack Benny
 Jack Paar Show (Last broadcast Dec. 17th)
 Ladies Be Seated (Toni Co.)
 Man Called X
 Portia Faces Life (Instant Postum)
 Reader's Digest - Radio Edition
 This Is Nora Drake
 Your Hit Parade

GAHAGAN, TURNBULL & CO., INC.

Samuel B. Pettengill

GARDNER ADVERTISING CO.

Checkerboard Jamboree
 Mary Lee Taylor
 Saturday Night Serenade
 Tom Mix

GITTENS, BERT S., ADVERTISING AGENCY

National Farm and Home Hour

GOTHAM ADVERTISING COMPANY, INC.

Lutheran Hour

GRANT ADVERTISING, INC.

Curtain Time
 Dr. I. Q.
 Dr. I. Q., Jr.
 Nick Carter, Master Detective

GREY ADVERTISING AGENCY, INC.

American Forum of the Air (Last
 broadcast Jan. 20th)

GUMBINNER, LAWRENCE C., ADV. AGENCY, INC.

Dashiell Hammett's Fat Man

HENRI, HURST & McDONALD, INC.

Lassie

HONIG-COOPER COMPANY

Murder and Mr. Malone

HUMPHREY, H. B. COMPANY

Erwin D. Canham-News (Listing March
 & April)
 Monitor Views the News (Listing Dec.-
 Feb.)

HUTCHINS ADVERTISING AGENCY, INC.

Bing Crosby Show
 Breakfast Club (Philo)
 Burl Ives (Last broadcast April 2)



ADVERTISING AGENCIES (Cont'd)

IVEY, NEAL D., COMPANY
Inside of Sports

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

KATZ, THE JOSEPH, COMPANY
Professor Quiz

KENYON & ECKHARDT, INC.
Borden Program, The (Last broadcast April 7)
Breakfast in Hollywood (Kallogg)
County Fair
Ford Theatre
Galen Drake
Paul Whiteman Record Club (Wesson Oil)
Sunday Evening Hour (Last broadcast Jan. 18th)
Superman (Last broadcast Dec. 1-7)

KUDNER AGENCY, INC.
Greatest Story Ever Told
Henry J. Taylor
Texaco Star Theatre
Tony Martin Show (Last broadcast March 3rd)

LAMBERT & PEASLEY, INC.
Abe Burrows

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

LENNEN & MITCHELL, INC.
Old Gold Show

LE VALLY, INC.
Whistler, The

MACMANUS, JOHN & ADAMS, INC.
Garden Gate

MATHER, J. M., INCORPORATED
Ned Calmer (Last broadcast Jan. 3 & 4)
Strike It Rich
Vox Pop

MAXON INCORPORATED
Boxing Bout

McCANN-ERICKSON, INC.
Breakfast Club (Swift-9:30 A.M. Thurs.)
Dr. Christian
Grand Central Station
Harvest of Stars
Land of the Lost
Paul Whiteman Record Club (Nat'l Biscuit)
Point Sublime
Sheriff, The
Ted Malone

McKEE & ALBRIGHT, INC.
Jack Carson with Eva Arden in Sealtest
Village Store

MEYERHOFF, ARTHUR & COMPANY
Gabriel Heatter (Mutual Benefit-Dec. thru Jan. 4)

MOSS & ARNOLD
Arthur Gaeth (Dec. thru April 7)

MUENCH, C. WENDEL & CO.
True or False

NEEDHAM, LOUIS & BRORBY, INC.
Fibber McGee & Molly
Great Gildersleeve
Junior Miss
Sky King

NEWELL-EMMETT CO.
Arthur Godfrey
Supper Club

ORR, ROBERT W., & ASSOCIATES, INC.
New Louella Parsons Show
Walter Winohell

PEDLAR & RYAN, INC.
Big Town (Ironized Yeast)
Pepper Young's Family (Camay)

PLATT-FORBES, INC.
Eight O'Clock News (Last broadcast Feb. 1-7)

PRESBA, FELLERS & PRESBA, INC.
World Front

RAMSEY, THE L. W., COMPANY
Bandwagon

REACH, CHARLES DALLAS, CO., INC.
Gangbusters (L.E. Waterman-Last broadcast March 6)

REEVES, KNOX, ADVERTISING, INC.
Betty Crocker
Famous Jury Trials
Jack Armstrong
Story of Holly Sloan
Today's Children
Woman in White

ROCHE, WILLIAMS & CLEARY, INC.
Date with Judy
Henry Morgan Show (Feb. thru April)
Jan August Show (Last broadcast March 4th)
Revere All Star Revue
Three Star Extra

RUTHRAUFF & RYAN, INC.
Adventures of Charlie Chan
Amos 'n' Andy
Aunt Jenny
Behind the Front Page (Jan. 18th thru April)
Dick Haymes Show
Gene Autry Show



ADVERTISING AGENCIES (Cont'd)

RUTHRAUFF & RYAN, INC. (Cont'd)

Jim Backus Show
 Official Detective
 Shadow, The (Del. Laok. & West. Coal)
 Song of the Stranger (Last broadcast March 1-7)
 Those Websters

ST. GEORGES & KEYSER, INC.

Your Home Beautiful

SCHWIMMER & SCOTT INCORPORATED

David Harding - Counterspy

SEEDS, RUSSEL M., CO., INC.

Adventurers' Club (Last broadcast Jan. 3rd)
 Eddie Howard Orchestra
 People Are Funny
 Red Skelton

SHERMAN & MARQUETTE

Bill Stern
 Judy Canova Show
 Mr. & Mrs. North
 Terry and the Pirates

SORENSEN & COMPANY

Stars Over Hollywood

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

Big Story (April)
 Gabriel Heatter (Carter)
 Gabriel Heatter (Noxzema)
 Hollywood Star Preview
 Jimmie Fidler (ABC)
 Jimmie Fidler (MBS)
 Mayor of the Town

SWANEY, DRAKE & BEMENT, INC.

Club Time
 Newscope

SWENEY & JAMES CO.

Voice of Firestone

THOMPSON, J. WALTER, COMPANY

Adventures of Archie Andrews
 Breakfast Club (Swift-9:30 AM-MTWT)
 Breakfast Club (Swift-9:15 AM)
 Charlie McCarthy Show
 Fred Allen Show
 Johns-Manville News
 Meet the Meeks
 Music Hall
 My True Story
 One Man's Family
 Radio Theatre
 R.C.A. Victor Show

TRACY - LOCKE CO., INC. OF TEXAS

Darts for Dough (Last broadcast Dec. 18th)

VON ZEHLE, WILLIAM, & CO.

Dorothy Fuldheim

WADE ADVERTISING AGENCY

Lum and Abner
 News of the World
 Queen for a Day (Miles)
 Quiz Kids

WALKER & DOWNING

Fishing and Hunting Club of the Air

WARWICK & LEGLER, INC.

Eddie Cantor Show
 Metropolitan Auditions of the Air
 This Is Your F.B.I.

WEINTRAUB, WM. W & CO., INC.

Crime Photographer (Dec. thru March)
 Drew Pearson
 Hollywood Headlines
 Monday Morning Headlines
 Quick as a Flash
 Sherlock Holmes
 William L. Shirer

WEINSTEIN & COMPANY

Arthur Gaeth (April 21st)

WEISS & GELLER, INC.

Groucho Marx Show

WHEELOCK, WARD, COMPANY

Club 15
 Double or Nothing
 Edward R. Murrow
 Meet Corliss Archer (Last broadcast March 21)

YOUNG & RUBICAM, INC.

Adventures of Ozzie & Harriet
 Adventures of the Thin Man (Last broadcast Dec. 19th)
 Aldrich Family
 Arthur Godfrey's Talent Scouts
 Danny Thomas Show
 Duffy's Tavern
 Eric Sevareid and the News
 Fannie Brice Show
 G. E. House Party
 My Friend Irma
 Mystery Theatre
 Second Mrs. Burton
 Startime with Dorothy Kilgallen
 We, The People
 When a Girl Marries (Calumet, Swansdown, Birdseye)



COMPOSITION OF THE RADIO AUDIENCE

NUMBER LISTENERS PER LISTENING SET

NEW YORK TIME		SUNDAY EVENING					MONDAY EVENING					TUESDAY EVENING					WEDNESDAY EVENING						NEW YORK TIME
		Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC	Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC	Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC	Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC		
6:00-7:00 P.M.	Women	1.21	1.28	1.19	1.18	1.04	1.01	1.10	0.88	1.04	0.89	1.07	1.15	0.94	1.05	1.03	1.03	1.13	0.88	1.02	0.96	Women	6:00-7:00 P.M.
	Men	0.92	0.99	0.97	0.82	0.72	0.67	0.87	0.49	0.54	0.36	0.69	0.93	0.53	0.57	0.26	0.67	0.85	0.55	0.58	0.28	Men	
	Children	0.47	0.53	0.49	0.39	0.37	0.52	0.47	0.71	0.49	0.29	0.52	0.50	0.62	0.58	0.33	0.51	0.46	0.66	0.57	0.31	Children	
	Total	2.60	2.80	2.65	2.39	2.13	2.20	2.44	2.06	2.07	1.54	2.28	2.58	2.09	2.20	1.62	2.21	2.44	2.09	2.17	1.55	Total	
7:00-8:00 P.M.	Women	1.24	1.27	1.25	1.22	1.13	1.09	1.12	1.09	1.17	0.87	1.08	1.11	1.10	1.12	0.85	1.07	1.11	1.07	1.03	0.91	Women	7:00-8:00 P.M.
	Men	0.96	1.00	1.02	0.87	0.83	0.76	0.82	0.79	0.77	0.42	0.77	0.81	0.82	0.79	0.40	0.75	0.82	0.78	0.74	0.41	Men	
	Children	0.55	0.54	0.60	0.57	0.47	0.54	0.54	0.58	0.58	0.38	0.50	0.48	0.50	0.56	0.49	0.54	0.52	0.61	0.54	0.54	Children	
	Total	2.75	2.81	2.87	2.66	2.43	2.39	2.48	2.46	2.52	1.67	2.35	2.40	2.42	2.47	1.74	2.36	2.45	2.46	2.36	1.86	Total	
8:00-9:00 P.M.	Women	1.23	1.26	1.20	1.19	1.20	1.13	1.17	1.10	1.17	0.95	1.12	1.17	1.09	1.12	0.93	1.12	1.16	1.13	1.12	0.94	Women	8:00-9:00 P.M.
	Men	0.97	1.00	1.01	0.87	0.90	0.79	0.84	0.82	0.76	0.59	0.77	0.80	0.78	0.76	0.64	0.77	0.80	0.82	0.73	0.62	Men	
	Children	0.44	0.39	0.56	0.45	0.39	0.45	0.41	0.50	0.49	0.47	0.48	0.42	0.48	0.55	0.57	0.49	0.45	0.51	0.54	0.57	Children	
	Total	2.64	2.65	2.77	2.51	2.49	2.37	2.42	2.42	2.42	2.01	2.37	2.39	2.35	2.49	2.14	2.38	2.41	2.46	2.39	2.13	Total	
9:00-10:00 P.M.	Women	1.24	1.27	1.21	1.26	1.16	1.22	1.27	1.17	1.17	1.16	1.16	1.19	1.12	1.17	1.08	1.13	1.17	1.11	1.11	1.05	Women	9:00-10:00 P.M.
	Men	0.92	0.97	0.90	0.88	0.88	0.94	0.90	0.82	0.76	0.76	0.85	0.89	0.84	0.80	0.82	0.83	0.89	0.82	0.74	0.83	Men	
	Children	0.34	0.27	0.37	0.42	0.42	0.38	0.30	0.46	0.45	0.44	0.36	0.26	0.41	0.43	0.46	0.27	0.32	0.35	0.44	0.47	Children	
	Total	2.50	2.51	2.48	2.56	2.46	2.44	2.47	2.45	2.38	2.36	2.37	2.34	2.37	2.40	2.36	2.33	2.39	2.29	2.29	2.32	Total	
10:00-10:30 P.M.	Women	1.20	1.25	1.19	1.18	1.10	1.16	1.21	1.17	1.13	1.07	1.19	1.21	1.18	1.21	1.15	1.16	1.23	1.22	1.11	0.95	Women	10:00-10:30 P.M.
	Men	0.91	0.96	0.88	0.84	0.90	0.82	0.89	0.78	0.76	0.74	0.86	0.93	0.85	0.81	0.79	0.83	0.89	0.85	0.73	0.76	Men	
	Children	0.29	0.20	0.31	0.35	0.43	0.33	0.21	0.38	0.38	0.52	0.29	0.21	0.28	0.40	0.37	0.30	0.19	0.28	0.42	0.49	Children	
	Total	2.40	2.41	2.38	2.37	2.43	2.31	2.31	2.33	2.27	2.33	2.34	2.35	2.31	2.42	2.31	2.29	2.31	2.35	2.27	2.25	Total	
		THURSDAY EVENING					FRIDAY EVENING					SATURDAY EVENING					AVERAGES (All Evenings)						
6:00-7:00 P.M.	Women	1.07	1.13	0.96	1.09	0.99	1.06	1.15	0.93	1.02	0.99	1.05	1.10	1.02	1.04	0.96	1.08	1.15	0.98	1.07	0.94	Women	6:00-7:00 P.M.
	Men	0.68	0.84	0.57	0.61	0.30	0.67	0.85	0.59	0.54	0.27	0.86	1.00	0.80	0.68	0.65	0.74	0.91	0.65	0.65	0.43	Men	
	Children	0.51	0.45	0.75	0.53	0.29	0.51	0.48	0.64	0.59	0.31	0.41	0.42	0.48	0.35	0.36	0.49	0.47	0.62	0.50	0.33	Children	
	Total	2.26	2.42	2.28	2.23	1.58	2.24	2.46	2.16	2.15	1.57	2.32	2.52	2.30	2.07	1.97	2.31	2.53	2.25	2.20	1.74	Total	
7:00-8:00 P.M.	Women	1.10	1.13	1.11	1.11	0.91	1.10	1.10	1.10	1.21	0.92	1.10	1.15	1.10	1.10	0.91	1.12	1.14	1.13	1.15	0.95	Women	7:00-8:00 P.M.
	Men	0.75	0.82	0.81	0.74	0.39	0.76	0.92	0.79	0.80	0.39	0.83	0.88	0.86	0.78	0.60	0.81	0.86	0.85	0.79	0.52	Men	
	Children	0.49	0.48	0.52	0.50	0.51	0.55	0.53	0.61	0.59	0.46	0.49	0.46	0.57	0.50	0.40	0.53	0.51	0.57	0.55	0.46	Children	
	Total	2.34	2.43	2.44	2.35	1.81	2.41	2.45	2.50	2.60	1.77	2.42	2.49	2.53	2.38	1.91	2.46	2.51	2.55	2.49	1.93	Total	
8:00-9:00 P.M.	Women	1.10	1.15	1.08	1.14	0.94	1.10	1.15	1.10	1.14	0.91	1.21	1.23	1.21	1.25	1.03	1.15	1.18	1.17	1.17	0.94	Women	8:00-9:00 P.M.
	Men	0.78	0.84	0.83	0.73	0.56	0.77	0.81	0.78	0.80	0.60	0.89	0.92	0.92	0.87	0.69	0.83	0.86	0.86	0.75	0.67	Men	
	Children	0.51	0.43	0.57	0.54	0.64	0.52	0.49	0.49	0.55	0.62	0.49	0.47	0.51	0.53	0.44	0.48	0.44	0.52	0.52	0.52	Children	
	Total	2.39	2.42	2.48	2.41	2.10	2.39	2.45	2.37	2.49	2.13	2.59	2.62	2.64	2.65	2.16	2.46	2.49	2.52	2.45	2.14	Total	
9:00-10:00 P.M.	Women	1.14	1.19	1.11	1.10	1.08	1.17	1.21	1.12	1.17	1.12	1.20	1.19	1.18	1.27	1.14	1.18	1.22	1.15	1.13	1.11	Women	9:00-10:00 P.M.
	Men	0.82	0.86	0.81	0.75	0.79	0.82	0.87	0.76	0.78	0.84	0.87	0.92	0.86	0.86	0.80	0.85	0.90	0.83	0.80	0.81	Men	
	Children	0.36	0.26	0.43	0.45	0.45	0.39	0.32	0.42	0.45	0.45	0.42	0.35	0.43	0.51	0.49	0.37	0.30	0.41	0.45	0.45	Children	
	Total	2.32	2.31	2.35	2.30	2.32	2.35	2.40	2.30	2.40	2.41	2.49	2.46	2.47	2.64	2.43	2.40	2.42	2.39	2.43	2.37	Total	
10:00-10:30 P.M.	Women	1.14	1.16	1.15	1.20	1.02	1.11	1.14	1.10	1.18	0.97	1.18	1.19	1.18	1.24	1.09	1.17	1.20	1.17	1.18	1.05	Women	10:00-10:30 P.M.
	Men	0.85	0.89	0.82	0.83	0.79	0.95	1.03	0.92	0.88	0.86	0.87	0.90	0.89	0.88	0.73	0.87	0.93	0.86	0.82	0.80	Men	
	Children	0.26	0.16	0.32	0.32	0.40	0.25	0.18	0.29	0.27	0.33	0.35	0.25	0.38	0.44	0.42	0.29	0.20	0.32	0.47	0.42	Children	
	Total	2.25	2.21	2.29	2.35	2.21	2.31	2.35	2.31	2.33	2.16	2.40	2.34	2.45	2.56	2.24	2.35	2.33	2.35	2.37	2.27	Total	

COMPOSITION OF THE RADIO AUDIENCE

NUMBER LISTENERS PER LISTENING SET

NEW YORK TIME		MONDAY thru FRIDAY DAYTIME					SATURDAY DAYTIME					SUNDAY (Afternoon)					NEW YORK TIME	
		Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC	Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC	Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC		
8:00-9:00 A.M.	Women	1.11	1.11				1.11	1.11									Women	8:00-9:00 A.M.
	Men	0.41	0.41				0.62	0.62									Men	
	Children	0.39	0.39				0.49	0.49									Children	
	Total	1.91	1.91				2.22	2.22									Total	
9:00-10:00 A.M.	Women	1.09	1.08	1.09	1.12		0.99	1.00	0.97	1.11							Women	9:00-10:00 A.M.
	Men	0.30	0.27	0.35	0.31		0.51	0.51	0.56	0.42							Men	
	Children	0.32	0.29	0.35	0.35		0.63	0.72	0.36	0.76							Children	
	Total	1.71	1.64	1.79	1.78		2.13	2.24	1.89	2.19							Total	
10:00-11:00 A.M.	Women	1.10	1.10	1.10	1.12		0.98	0.97	0.94	1.04							Women	10:00-11:00 A.M.
	Men	0.21	0.19	0.20	0.22		0.40	0.40	0.40	0.39							Men	
	Children	0.23	0.19	0.22	0.28		0.69	0.71	0.55	0.79							Children	
	Total	1.54	1.48	1.52	1.62		2.07	2.08	1.89	2.22							Total	
11:00-12:00 A.M.	Women	1.11	1.12	1.12	1.13	1.04	0.92	0.90	0.92	1.04	0.83						Women	11:00-12:00 A.M.
	Men	0.23	0.22	0.19	0.24	0.32	0.34	0.36	0.31	0.30	0.40						Men	
	Children	0.23	0.22	0.24	0.23	0.28	0.84	0.83	0.94	0.82	0.72						Children	
	Total	1.57	1.56	1.55	1.60	1.64	2.10	2.09	2.17	2.16	1.95						Total	
12:00-1:00 P.M.	Women	1.10	1.10	1.09	1.11	1.06	1.10	1.13	1.15	1.02	1.05	1.14	1.20	1.11	1.13	0.96	Women	12:00-1:00 P.M.
	Men	0.27	0.30	0.24	0.25	0.25	0.42	0.49	0.35	0.38	0.35	0.81	0.90	0.79	0.72	0.64	Men	
	Children	0.25	0.26	0.25	0.29	0.16	0.53	0.43	0.70	0.53	0.65	0.49	0.55	0.47	0.41	0.41	Children	
	Total	1.62	1.66	1.58	1.65	1.47	2.05	2.05	2.20	1.93	2.05	2.44	2.65	2.37	2.26	2.01	Total	
1:00-2:00 P.M.	Women	1.11	1.13	1.08	1.15	1.08	1.07	1.09	1.04	1.12	0.93	1.17	1.22	1.12	1.21	0.99	Women	1:00-2:00 P.M.
	Men	0.26	0.24	0.29	0.31	0.19	0.55	0.61	0.57	0.46	0.44	0.88	0.99	0.87	0.71	0.70	Men	
	Children	0.25	0.20	0.31	0.32	0.18	0.42	0.40	0.43	0.45	0.44	0.43	0.45	0.44	0.43	0.36	Children	
	Total	1.62	1.57	1.68	1.78	1.45	2.04	2.10	2.04	2.09	1.81	2.48	2.66	2.43	2.35	2.05	Total	
2:00-3:00 P.M.	Women	1.12	1.14	1.11	1.15	1.05	1.11	1.17	1.09	1.12	0.93	1.24	1.28	1.24	1.33	0.99	Women	2:00-3:00 P.M.
	Men	0.24	0.25	0.24	0.24	0.22	0.53	0.64	0.48	0.40	0.45	0.91	1.01	0.94	0.78	0.66	Men	
	Children	0.20	0.20	0.22	0.21	0.17	0.39	0.36	0.34	0.54	0.36	0.43	0.42	0.48	0.43	0.36	Children	
	Total	1.56	1.59	1.57	1.60	1.44	2.02	2.17	1.91	2.06	1.74	2.58	2.71	2.66	2.54	2.01	Total	
3:00-4:00 P.M.	Women	1.11	1.11	1.12	1.18	1.04	1.08	1.14	1.03	1.14	0.92	1.21	1.26	1.18	1.23	1.10	Women	3:00-4:00 P.M.
	Men	0.24	0.23	0.22	0.24	0.25	0.68	0.71	0.67	0.68	0.62	0.85	0.93	0.90	0.71	0.70	Men	
	Children	0.23	0.28	0.20	0.24	0.15	0.35	0.28	0.47	0.36	0.31	0.42	0.45	0.39	0.44	0.40	Children	
	Total	1.58	1.62	1.54	1.66	1.44	2.11	2.13	2.17	2.18	1.85	2.48	2.64	2.47	2.38	2.20	Total	
4:00-5:00 P.M.	Women	1.10	1.08	1.12	1.17	1.03	0.99	1.02	0.91	1.04	0.99	1.16	1.19	1.15	1.18	1.05	Women	4:00-5:00 P.M.
	Men	0.29	0.33	0.25	0.27	0.28	0.74	0.83	0.64	0.70	0.72	0.85	0.93	0.86	0.74	0.75	Men	
	Children	0.33	0.42	0.30	0.34	0.12	0.37	0.31	0.52	0.41	0.24	0.42	0.42	0.42	0.42	0.42	Children	
	Total	1.72	1.83	1.67	1.78	1.43	2.10	2.16	2.07	2.15	1.95	2.43	2.54	2.43	2.34	2.22	Total	
5:00-6:00 P.M.	Women	1.00	0.95	1.00	1.07	1.10	1.05	1.06	1.02	1.15	1.00	1.20	1.25	1.15	1.22	1.07	Women	5:00-6:00 P.M.
	Men	0.40	0.50	0.34	0.33	0.27	0.86	0.95	0.83	0.75	0.77	0.91	0.99	0.91	0.79	0.74	Men	
	Children	0.54	0.66	0.48	0.54	0.17	0.40	0.47	0.37	0.36	0.30	0.45	0.51	0.42	0.41	0.37	Children	
	Total	1.94	2.11	1.82	1.94	1.54	2.31	2.48	2.22	2.26	2.07	2.56	2.75	2.48	2.42	2.18	Total	

"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

DAY TIME AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:30 P.M. to 3:30 P.M.	ABC	2.8	3.1	2.7	3.2	2.5	1.5	9:00 A.M. to 9:30 A.M.
	CBS	3.3	3.7	2.3	4.3	5.3	1.7	
	MBS	2.2	2.2	2.4	2.5	1.6	1.4	
	NBC	3.8	4.5	3.3	4.1	3.9	1.5	
Sets-In-Use		18.5	21.8	16.5	18.5	17.2	11.1	
Available Homes		79.9	80.5	80.2	77.1	80.4	82.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:30 P.M. to 2:00 P.M.	ABC	4.8	4.9	5.8	5.0	5.1	1.8	10:30 A.M. to 11:00 A.M.
	CBS	3.5	3.8	3.5	3.6	5.3	1.4	
	MBS	2.5	2.8	2.8	2.4	1.4	1.8	
	NBC	4.6	4.3	4.0	5.4	6.1	5.3	
Sets-In-Use		22.9	24.5	23.3	22.1	20.2	18.9	
Available Homes		81.1	80.5	85.3	80.1	75.0	79.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:30 P.M. to 3:00 P.M.	ABC	3.0	3.4	2.3	3.9	2.6	1.4	9:30 A.M. to 10:00 A.M.
	CBS	3.2	3.6	2.9	3.2	5.8	1.9	
	MBS	2.5	2.6	2.8	2.6	1.9	1.7	
	NBC	4.1	5.1	3.2	4.5	2.2	2.3	
Sets-In-Use		19.9	23.1	18.5	18.9	16.3	14.4	
Available Homes		80.5	81.9	80.7	76.1	78.2	82.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:00 P.M. to 2:30 P.M.	ABC	4.4	3.8	6.8	4.6	3.6	1.9	11:00 A.M. to 11:30 A.M.
	CBS	3.8	3.8	4.4	3.8	5.0	1.8	
	MBS	2.6	2.8	2.4	2.5	3.0	2.0	
	NBC	6.5	6.0	7.4	6.3	9.1	6.3	
Sets-In-Use		23.8	24.2	27.1	21.9	21.8	19.5	
Available Homes		79.8	78.8	85.1	78.7	73.9	77.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:00 P.M. to 3:30 P.M.	ABC	3.4	3.3	2.7	5.5	3.3	1.7	10:00 A.M. to 10:30 A.M.
	CBS	3.8	3.7	4.0	3.9	6.6	2.9	
	MBS	3.1	3.3	3.1	2.8	2.1	3.2	
	NBC	4.1	4.3	3.7	4.8	4.1	3.1	
Sets-In-Use		21.6	23.8	20.7	20.9	19.7	17.6	
Available Homes		81.0	81.7	82.4	78.2	78.2	81.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:30 P.M. to 3:00 P.M.	ABC	3.7	3.4	4.7	4.0	3.8	2.7	11:30 A.M. to 12:00 P.M.
	CBS	2.9	2.6	3.7	3.4	4.4	1.2	
	MBS	3.0	3.2	2.7	3.2	3.4	2.0	
	NBC	8.5	8.4	9.3	7.7	11.9	8.1	
Sets-In-Use		25.2	26.0	27.6	22.8	25.4	21.2	
Available Homes		79.5	78.0	84.0	77.7	82.1	78.0	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

DAY TIME AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:00 P.M. to 3:30 P.M.	ABC	2.4	2.1	2.8	2.9	3.3	2.1	12:00 NOON to 12:30 P.M.
	CBS	3.6	4.0	4.0	2.8	3.5	2.4	
	MBS	3.6	3.5	4.0	2.4	7.0	3.7	
	NBC	8.7	7.2	10.0	10.2	10.9	8.2	
Sets-In-Use		24.4	24.1	26.5	22.9	26.5	22.8	
Available Homes		77.3	75.8	81.1	77.0	77.3	76.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:30 P.M. to 5:00 P.M.	ABC	3.5	4.2	2.8	3.0	2.0	3.4	1:30 P.M. to 2:00 P.M.
	CBS	3.8	3.7	4.3	3.4	6.2	3.0	
	MBS	9.1	9.6	9.7	8.0	13.4	6.3	
	NBC	4.8	4.6	4.5	5.2	8.2	4.3	
Sets-In-Use		26.3	27.3	26.4	24.3	31.5	23.6	
Available Homes		73.6	73.5	75.3	71.9	73.1	73.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:30 P.M. to 4:00 P.M.	ABC	3.5	3.4	3.9	3.3	5.9	2.6	12:30 P.M. to 1:00 P.M.
	CBS	3.5	3.3	4.0	3.2	3.3	3.9	
	MBS	5.2	5.7	5.4	3.8	7.4	3.8	
	NBC	8.6	6.5	9.7	9.8	14.1	10.8	
Sets-In-Use		26.8	26.1	28.7	24.9	31.3	27.3	
Available Homes		76.3	74.5	79.4	75.4	77.4	73.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:00 P.M. to 5:30 P.M.	ABC	3.1	3.2	2.8	2.8	3.5	3.8	2:00 P.M. to 2:30 P.M.
	CBS	4.3	4.4	4.4	3.6	5.5	4.3	
	MBS	10.7	12.7	11.4	7.8	10.7	6.4	
	NBC	4.6	4.4	3.7	4.7	6.7	5.9	
Sets-In-Use		26.9	29.0	25.9	22.7	28.9	26.9	
Available Homes		73.3	74.1	73.2	71.4	71.8	74.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:00 P.M. to 4:30 P.M.	ABC	3.1	3.6	3.5	2.2	2.4	2.1	1:00 P.M. to 1:30 P.M.
	CBS	3.3	3.1	3.4	3.2	6.2	2.8	
	MBS	6.9	6.9	8.5	5.7	8.5	5.3	
	NBC	7.8	7.3	6.8	8.4	12.2	9.3	
Sets-In-Use		27.1	28.0	27.7	23.9	31.0	26.2	
Available Homes		74.3	73.4	76.6	73.3	76.0	73.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:30 P.M. to 6:00 P.M.	ABC	8.7	9.6	8.6	7.5	8.6	7.7	2:30 P.M. to 3:00 P.M.
	CBS	5.3	6.1	5.9	4.1	4.8	3.4	
	MBS	6.7	7.7	7.3	4.9	9.0	4.0	
	NBC	4.6	4.3	4.0	5.0	4.9	5.9	
Sets-In-Use		28.9	31.4	28.9	24.8	29.1	26.1	
Available Homes		73.6	75.0	75.2	72.1	71.3	69.1	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	8.5	10.3	8.3	9.0	6.0	3.0	3:00
	CBS	6.6	7.1	6.7	4.8	6.0	7.2	P.M.
	MBS	7.5	8.6	7.6	5.9	6.7	5.8	to
8:30 P.M.	NBC	4.5	4.2	4.5	5.7	4.1	3.7	3:30
Sets-In-Use		30.3	33.5	30.1	28.1	25.2	24.2	P.M.
Available Homes		73.9	75.1	76.2	72.5	68.7	69.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	2.7	3.3	2.2	2.4	3.9	1.6	4:30
	CBS	10.2	10.0	13.8	10.0	12.5	3.5	P.M.
to	MBS	3.2	4.1	3.0	2.3	3.5	1.2	to
8:00 P.M.	NBC	20.7	21.0	21.3	19.5	16.9	22.3	5:00
Sets-In-Use		39.0	41.1	41.5	36.9	38.3	32.0	P.M.
Available Homes		74.8	75.3	78.1	75.0	70.7	68.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	5.7	6.7	5.3	5.8	3.1	4.1	3:30
	CBS	5.9	6.1	7.0	4.9	7.4	4.3	P.M.
	MBS	9.1	10.2	9.6	7.2	9.7	6.6	to
8:00 P.M.	NBC	6.6	7.1	6.5	7.2	5.0	4.7	4:00
Sets-In-Use		30.7	33.4	31.5	28.0	26.3	25.5	P.M.
Available Homes		74.7	76.3	77.3	72.3	72.5	69.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	2.8	3.4	2.5	2.5	2.9	2.2	5:00
	CBS	9.8	10.7	10.1	11.3	10.3	3.1	P.M.
to	MBS	4.7	6.4	4.1	3.1	2.5	2.9	to
8:30 P.M.	NBC	23.2	22.1	26.3	21.7	21.6	24.1	5:30
Sets-In-Use		42.2	44.6	44.0	40.1	38.7	34.8	P.M.
Available Homes		74.6	75.2	77.0	75.0	68.4	69.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	1.7	1.7	1.6	2.4	0.9	1.2	4:00
	CBS	5.7	5.5	6.3	7.3	5.3	2.7	P.M.
	MBS	4.8	5.5	4.7	3.7	8.4	2.6	to
8:30 P.M.	NBC	24.5	26.8	26.8	20.9	18.5	20.1	4:30
Sets-In-Use		38.9	41.8	40.9	36.0	34.3	31.5	P.M.
Available Homes		74.4	75.4	76.6	74.9	67.7	68.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	4.1	4.5	3.8	4.2	3.7	3.1	5:30
	CBS	8.9	9.4	9.6	10.9	7.2	3.2	P.M.
to	MBS	3.2	3.9	3.3	2.1	2.4	2.7	to
9:00 P.M.	NBC	24.5	24.3	26.8	21.9	25.2	25.1	6:00
Sets-In-Use		42.4	44.3	44.3	40.8	39.6	36.0	P.M.
Available Homes		75.2	76.2	76.1	75.4	70.0	71.6	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	16.9	18.7	14.1	18.3	14.7	14.4	6:00 P.M.	ABC	5.4T		4.8	5.1	5.9	7.0	7:30 P.M.	
to	CBS	7.7	7.6	9.4	8.3	7.8	3.9	to	CBS	8.5T		8.7	8.3	8.9	8.4	to	
6:30 P.M.	MBS	3.2	3.4	3.6	2.0	3.4	3.8	6:30 P.M.	MBS	3.0T		3.7	1.3	3.5	4.4	to	
	NBC	12.1	10.9	13.7	11.6	12.1	14.0		NBC	14.0T		15.8	12.0	12.9	14.4	8:00 P.M.	
Sets-In-Use		41.8	43.2	41.5	41.7	39.0	38.0	Sets-In-Use		32.5T		33.7	28.1	32.5	37.6		
Available Homes		75.6	76.7	76.3	76.0	71.2	71.3	Available Homes		76.5T		78.0	79.1	69.9	71.7		
9:30 P.M.	ABC	13.2	14.2	12.1	11.9	12.3	13.6	6:30 P.M.	11:00 P.M.	ABC				12.7	10.0	8:00 P.M.	
to	CBS	5.8	5.5	6.8	7.0	5.5	3.3	to	CBS				9.5	7.6	to		
10:00 P.M.	MBS	3.0	3.1	3.0	1.9	4.1	3.8	10:00 P.M.	MBS				2.4	10.6	to		
	NBC	12.3	11.5	14.2	11.7	12.1	13.3		NBC				11.3	8.5	8:30 P.M.		
Sets-In-Use		36.4	36.9	37.3	34.5	34.7	36.6	Sets-In-Use					37.3	40.1			
Available Homes		76.2	77.2	77.0	76.6	69.7	72.7	Available Homes					74.8	75.6			
10:00 P.M.	ABC	10.9	11.3	10.4	9.7	11.0	12.5	7:00 P.M.	11:30 P.M.	ABC				3.9	5.1	8:30 P.M.	
to	CBS	4.7	4.2	5.9	4.8	4.9	3.9	to	CBS				5.6	12.7	to		
10:30 P.M.	MBS	2.0	1.7	2.7	1.8	2.4	2.5	10:30 P.M.	MBS				2.8	8.2	to		
	NBC	15.9	14.2	18.2	16.3	17.2	16.5		NBC				6.5	6.4	9:00 P.M.		
Sets-In-Use		35.7	34.0	38.3	34.5	36.3	38.6	Sets-In-Use					21.8	37.0			
Available Homes		76.4	75.7	79.6	78.1	73.3	71.6	Available Homes					73.8	75.5			



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC					1.9	9:00 P.M. to 9:30 P.M.		ABC								
	CBS					17.6			CBS								
	MBS					5.2			MBS								
	NBC					7.5			NBC								
Sets-In-Use						35.9		Sets-In-Use									
Available Homes						74.2		Available Homes									
9:30 P.M.	ABC					1.3	9:30 P.M. to 10:00 P.M.		ABC								
	CBS					7.4			CBS								
	MBS					2.3			MBS								
	NBC					16.1			NBC								
Sets-In-Use						30.9		Sets-In-Use									
Available Homes						75.1		Available Homes									
10:00 P.M.	ABC					1.2	10:00 P.M. to 10:15 P.M.		ABC								
	CBS					7.8			CBS								
	MBS					1.2			MBS								
	NBC					14.6			NBC								
Sets-In-Use						28.4		Sets-In-Use									
Available Homes						74.3		Available Homes									



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 A.M.	ABC	2.6†	2.6					
to	CBS	4.2†	4.2					
	MBS	3.2†	3.2					
8:15 A.M.	NBC	4.1†	4.1					
Sets-In-Use		17.2†	17.2					
Available Homes		80.9†	80.9					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:45 A.M.	ABC	2.6†	2.6					
to	CBS	3.1†	3.1					
	MBS	2.5†	2.5					
9:00 A.M.	NBC	3.3†	3.3					
Sets-In-Use		14.7†	14.7					
Available Homes		76.6†	76.6					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:15 A.M.	ABC	2.3†	2.3					
to	CBS	3.1†	3.1					
	MBS	2.8†	2.8					
8:30 A.M.	NBC	3.7†	3.7					
Sets-In-Use		14.9†	14.9					
Available Homes		79.7†	79.7					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 A.M.	ABC	4.7†	4.4	5.3	4.5			
to	CBS	3.8†	3.2	4.8	3.6			
	MBS	2.3†	2.2	2.6	2.2			
9:15 A.M.	NBC	3.4†	2.8	3.5	4.6			
Sets-In-Use		17.0†	16.0	18.1	17.7			
Available Homes		79.7†	77.5	83.8	79.6			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 A.M.	ABC	2.5†	2.5					
to	CBS	3.0†	3.0					
	MBS	2.4†	2.4					
8:45 A.M.	NBC	3.9†	3.9					
Sets-In-Use		14.7†	14.7					
Available Homes		78.5†	78.5					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:15 A.M.	ABC	5.9†	5.4	6.9	5.8			
to	CBS	3.7†	3.8	3.7	3.6			
	MBS	2.4†	2.3	2.9	2.0			
9:30 A.M.	NBC	2.8†	2.5	2.9	3.5			
Sets-In-Use		17.7†	17.4	18.2	17.9			
Available Homes		79.3†	77.5	82.8	79.2			



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 A.M.	ABC	6.3†	6.0	7.0	5.9			
	CBS	3.2†	2.6	4.3	3.0			
	MBS	1.7†	1.4	2.3	1.6			
	NBC	2.9†	2.1	3.6	3.8			
Sets-In-Use		16.8†	15.4	18.7	17.5			
Available Homes		77.7†	75.7	81.0	78.3			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:15 A.M.	ABC	6.2†	5.8	6.8	6.6	6.8		
to	CBS	3.2†	3.7	2.9	3.1	1.9		
10:30 A.M.	MBS	1.9†	1.8	1.7	2.8	1.8		
	NBC	4.1†	3.8	4.8	3.9	5.2		
Sets-In-Use		18.0†	18.3	18.1	18.1	17.9		
Available Homes		75.4†	74.8	77.0	73.7	80.2		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:45 A.M.	ABC	6.2†	5.5	7.0	6.9			
	CBS	3.2†	2.9	3.8	3.4			
	MBS	2.2†	2.3	2.6	1.5			
	NBC	2.5†	1.9	3.3	3.1			
Sets-In-Use		16.8†	15.6	18.6	17.4			
Available Homes		76.7†	75.5	80.1	75.5			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 A.M.	ABC	4.6†	4.2	5.2	4.0	7.2		
to	CBS	3.6†	3.5	4.5	2.9	2.9		
10:45 A.M.	MBS	1.8†	1.8	2.3	1.8	1.1		
	NBC	5.1†	5.0	4.6	5.5	5.9		
Sets-In-Use		18.1†	18.3	18.8	16.9	18.3		
Available Homes		75.3†	74.3	78.4	73.6	77.3		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 A.M.	ABC	6.3†	5.9	7.2	6.6	4.5		
	CBS	2.9†	2.8	3.3	2.7	2.6		
	MBS	2.0†	2.2	2.1	1.8	2.3		
	NBC	4.3†	3.3	5.1	5.0	7.3		
Sets-In-Use		18.4†	17.6	19.4	19.2	18.9		
Available Homes		76.2†	74.2	79.0	76.1	80.2		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:45 A.M.	ABC	3.7†	3.6	4.0	2.9	6.8		
to	CBS	4.1†	4.4	4.8	3.4	2.3		
11:00 A.M.	MBS	1.9†	2.0	1.9	1.9	2.0		
	NBC	4.7†	4.7	4.2	5.5	4.8		
Sets-In-Use		17.8†	19.0	17.1	16.8	17.3		
Available Homes		74.5†	74.1	76.3	72.5	77.5		



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 A.M.	ABC	5.0	4.5	5.5	5.1	7.6	5.0	8:00 A.M.
to	CBS	6.7	8.5	8.1	4.7	7.3	1.8	to
	MBS	1.7	2.0	1.4	1.1	2.5	1.8	
11:15 A.M.	NBC	3.6	3.2	2.8	4.4	5.4	4.7	8:15 A.M.
Sets-In-Use		20.1	21.7	20.4	17.9	26.0	16.0	
Available Homes		75.1	74.2	76.9	72.5	77.5	78.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:45 A.M.	ABC	4.4	3.5	4.3	4.9	5.6	6.7	8:45 A.M.
to	CBS	6.1	7.3	7.3	3.6	4.4	3.6	to
	MBS	2.7	2.8	3.2	2.3	4.2	1.5	
12:00 NOON	NBC	3.3	3.1	3.2	4.6	3.6	2.1	9:00 A.M.
Sets-In-Use		20.1	21.6	20.9	18.0	20.8	16.3	
Available Homes		72.9	72.8	74.4	70.2	74.1	74.1	

11:15 A.M.	ABC	5.7	5.4	6.7	5.3	7.5	5.2	8:15 A.M.
to	CBS	6.8	8.3	8.4	5.0	8.6	1.7	to
	MBS	1.8	2.0	2.0	1.2	1.9	1.9	
11:30 A.M.	NBC	3.4	3.2	3.3	3.5	4.1	4.5	8:30 A.M.
Sets-In-Use		20.4	22.1	22.2	17.7	23.2	15.5	
Available Homes		73.5	72.5	75.6	71.5	72.4	76.3	

12:00 NOON	ABC	5.2	4.8	6.0	4.8	7.2	5.5	9:00 A.M.
to	CBS	5.1	6.2	5.6	2.9	5.1	3.6	to
	MBS	3.4	3.9	3.3	2.5	3.3	2.8	
12:15 P.M.	NBC	3.5	3.6	3.4	4.6	3.3	1.8	9:15 A.M.
Sets-In-Use		21.1	23.4	21.4	18.3	21.4	16.5	
Available Homes		72.7	73.0	74.2	69.7	74.9	72.9	

11:30 A.M.	ABC	4.5	3.6	3.9	5.3	7.4	5.9	8:30 A.M.
to	CBS	6.1	7.2	7.4	3.9	6.8	3.1	to
	MBS	2.4	2.6	3.0	2.0	2.4	1.5	
11:45 A.M.	NBC	3.6	3.5	3.3	4.0	4.7	3.4	8:45 A.M.
Sets-In-Use		19.9	21.3	20.1	18.4	21.8	16.6	
Available Homes		74.3	73.5	76.1	72.1	74.1	76.2	

12:15 P.M.	ABC	4.8	4.4	4.8	5.0	5.0	6.1	9:15 A.M.
to	CBS	6.7	7.8	7.7	4.1	8.2	4.3	to
	MBS	2.0	2.3	1.8	1.7	2.7	1.4	
12:30 P.M.	NBC	3.2	3.4	2.7	4.5	2.8	1.6	9:30 A.M.
Sets-In-Use		20.4	22.5	20.2	18.7	20.1	15.9	
Available Homes		72.9	74.1	74.3	69.1	72.3	72.2	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time		
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings							
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific			
12:30 P.M.	ABC	4.0	3.2	3.9	3.1	6.0	7.8	9:30 A.M.	1:15 P.M.	ABC	3.0	2.7	2.5	3.1	3.7	4.8	10:15 A.M.		
to	CBS	7.6	9.1	8.9	5.0	6.6	4.0		to	CBS	7.6	8.2	8.6	5.5	9.1	6.6		to	
12:45 P.M.	MBS	2.1	2.3	2.5	2.1	1.2	0.7		to	1:30 P.M.	MBS	2.2	2.1	2.4	2.1	2.5		1.9	10:30 A.M.
	NBC	2.8	2.6	3.0	3.7	2.9	1.8		9:45 A.M.	NBC	3.1	1.9	5.5	4.5	2.8	1.1			
Sets-In-Use		20.4	22.2	21.3	17.0	19.2	17.8		Sets-In-Use		19.6	19.1	22.6	18.6	21.1	17.0			
Available Homes		72.2	72.6	73.8	69.5	69.8	72.3		Available Homes		71.0	69.7	75.5	69.7	69.8	70.0			

2:45 P.M.	ABC	3.4	2.7	3.4	2.6	2.5	7.7	9:45 A.M.	
to	CBS	7.9	8.7	9.2	6.2	9.3	4.8		to
3:00 P.M.	MBS	2.3	3.0	1.9	2.1	1.9	1.1		10:00 A.M.
	NBC	2.9	2.3	4.0	3.6	4.4	1.5		
Sets-In-Use		20.3	21.0	22.1	18.4	20.3	17.8		
Available Homes		71.3	71.8	73.3	69.0	72.7	69.2		

1:30 P.M.	ABC	3.2	2.6	2.7	3.2	4.6	5.8	10:30 A.M.	
to	CBS	6.8	6.8	9.3	5.1	7.5	4.8		to
1:45 P.M.	MBS	2.4	2.5	2.8	2.3	2.3	1.2		10:45 A.M.
	NBC	3.5	2.3	5.7	4.7	2.8	2.0		
Sets-In-Use		19.6	18.3	24.2	18.8	19.8	17.1		
Available Homes		70.1	69.0	74.3	69.0	68.6	68.4		

1:00 P.M.	ABC	3.4	3.0	3.4	3.2	3.3	4.9	10:00 A.M.	
to	CBS	7.6	8.5	8.9	5.8	7.7	4.7		to
1:15 P.M.	MBS	2.7	3.0	2.5	2.0	4.8	2.8		10:15 A.M.
	NBC	3.5	2.1	6.2	4.8	4.3	1.1		
Sets-In-Use		21.1	21.1	24.1	20.0	21.9	16.3		
Available Homes		71.1	69.6	75.0	70.4	71.6	70.5		

1:45 P.M.	ABC	3.1	3.0	2.4	1.7	5.8	5.7	10:45 A.M.	
to	CBS	5.6	5.5	6.8	4.4	5.8	4.6		to
2:00 P.M.	MBS	2.5	2.3	3.4	2.9	1.8	1.1		11:00 A.M.
	NBC	3.4	2.5	4.4	4.7	4.6	2.6		
Sets-In-Use		18.5	18.0	20.1	17.8	20.7	17.5		
Available Homes		68.5	67.0	72.8	67.1	71.6	67.4		



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

DAYTIME AUDIENCES

DAY: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:00 P.M.	ABC	2.5	2.3	2.5	2.3	1.8	3.9	11:00 A.M.
to	CBS	4.8	4.9	6.4	3.4	4.5	3.5	to
	MBS	4.4	3.5	6.4	4.7	7.5	2.6	
	NBC	4.2	3.2	4.3	5.4	6.8	4.8	
2:15 P.M.								11:15 A.M.
Sets-In-Use		19.3	17.8	22.2	18.8	23.4	18.9	
Available Homes		68.0	66.5	72.1	66.7	69.0	67.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:45 P.M.	ABC	4.8	4.8	5.9	5.9	2.0	2.0	11:45 A.M.
to	CBS	3.8	3.9	4.5	3.1	3.7	3.5	to
	MBS	2.5	1.7	2.4	1.9	2.9	5.9	
	NBC	4.5	3.9	4.5	5.8	7.7	4.0	
3:00 P.M.								12:00 NOON
Sets-In-Use		19.2	18.5	20.2	20.0	20.6	18.4	
Available Homes		67.1	66.2	69.9	67.2	68.4	64.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:15 P.M.	ABC	2.3	2.6	2.1	2.2	2.0	2.3	11:15 A.M.
to	CBS	4.2	4.8	5.1	3.0	2.2	3.2	to
	MBS	4.9	4.0	7.2	4.8	7.6	2.7	
	NBC	4.5	3.8	4.5	5.8	6.8	4.6	
2:30 P.M.								11:30 A.M.
Sets-In-Use		19.4	18.9	22.0	19.0	21.6	16.3	
Available Homes		67.6	66.1	71.4	66.5	69.1	66.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:00 P.M.	ABC	4.6	4.6	5.7	5.4	1.1	2.2	12:00 NOON
to	CBS	4.1	4.1	5.1	2.6	5.6	4.1	to
	MBS	2.2	1.6	2.1	1.7	3.1	4.9	
	NBC	5.3	4.1	4.9	8.0	9.7	4.7	
3:15 P.M.								12:15 P.M.
Sets-In-Use		19.6	18.4	20.2	20.5	22.6	20.6	
Available Homes		67.2	66.6	70.3	65.4	67.0	66.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:30 P.M.	ABC	4.8	4.5	5.9	6.1	3.2	2.5	11:30 A.M.
to	CBS	3.5	3.8	4.3	2.2	2.7	3.2	to
	MBS	2.4	2.1	1.9	1.7	5.3	5.0	
	NBC	4.4	3.8	4.0	5.5	7.2	4.4	
2:45 P.M.								11:45 A.M.
Sets-In-Use		18.9	18.2	19.3	19.1	21.5	12.9	
Available Homes		66.9	65.5	70.2	66.8	69.2	64.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:15 P.M.	ABC	4.2	4.4	5.1	4.8	1.5	2.0	12:15 P.M.
to	CBS	3.9	4.1	4.1	2.8	5.2	4.5	to
	MBS	1.8	1.6	1.9	1.6	2.1	2.6	
	NBC	5.5	3.9	5.7	8.5	8.7	5.5	
3:30 P.M.								12:30 P.M.
Sets-In-Use		19.2	18.3	19.9	20.1	21.3	19.1	
Available Homes		67.7	68.2	68.9	67.2	64.4	66.3	



For Explanation of Symbols See Page E

"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:30 P.M.	ABC	2.8	2.8	3.2	2.6	3.0	2.4	12:30 P.M. to 12:45 P.M.
	CBS	4.7	5.3	5.3	3.7	4.9	3.4	
	MBS	1.2	1.0	1.4	0.9	1.9	1.9	
	NBC	6.2	5.0	6.1	9.4	6.9	5.9	
Sets-In-Use		18.5	18.4	18.4	19.2	20.4	17.8	
Available Homes		68.1	69.3	69.3	66.3	63.7	66.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:15 P.M.	ABC	2.8	2.9	2.8	2.1	4.3	2.6	1:15 P.M. to 1:30 P.M.
to	CBS	4.3	4.9	5.7	3.4	3.0	2.0	
	MBS	1.5	1.5	1.8	1.2	2.0	1.5	
4:30 P.M.	NBC	7.5	6.1	7.2	10.8	8.5	7.3	
Sets-In-Use		20.0	20.0	20.3	21.3	19.8	17.3	
Available Homes		70.1	73.1	70.5	68.5	64.3	63.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:45 P.M.	ABC	2.9	3.0	2.9	2.9	3.0	2.3	12:45 P.M. to 1:00 P.M.
	CBS	4.8	5.3	5.7	3.3	5.6	3.4	
	MBS	1.4	1.5	1.9	1.0	1.8	0.9	
	NBC	7.1	5.5	7.0	11.3	5.0	7.1	
Sets-In-Use		20.0	20.2	20.0	21.4	19.4	17.4	
Available Homes		68.9	70.5	69.9	68.3	65.2	64.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:30 P.M.	ABC	2.4	2.2	2.7	2.1	3.1	2.9	1:30 P.M. to 1:45 P.M.
to	CBS	3.6	4.2	3.9	3.7	2.4	1.6	
	MBS	2.0	2.1	2.7	1.3	2.1	1.5	
4:45 P.M.	NBC	6.7	6.2	6.1	9.4	7.5	5.7	
Sets-In-Use		19.3	20.3	18.7	20.5	18.5	15.4	
Available Homes		70.9	74.3	71.8	69.9	64.8	61.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:00 P.M.	ABC	2.8	2.7	3.2	2.2	4.7	2.8	1:00 P.M. to 1:15 P.M.
	CBS	4.5	5.3	5.3	3.6	3.9	2.1	
	MBS	1.7	1.6	2.1	1.6	1.2	1.4	
	NBC	7.4	6.3	7.4	10.8	6.0	6.2	
Sets-In-Use		20.0	20.8	20.2	20.6	19.5	15.8	
Available Homes		69.4	72.4	70.1	67.2	61.5	64.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:45 P.M.	ABC	2.3	2.3	2.3	1.8	1.9	3.1	1:45 P.M. to 2:00 P.M.
	CBS	3.6	3.9	3.3	4.2	3.6	2.1	
to	MBS	2.2	2.4	3.0	1.5	3.1	1.1	
5:00 P.M.	NBC	6.8	6.2	6.5	9.4	5.5	6.2	
Sets-In-Use		19.1	20.1	18.3	19.9	16.7	16.3	
Available Homes		71.9	75.3	72.8	71.1	63.3	63.3	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

DAYTIME - EVENING AUDIENCES

DAY: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:00 P.M.	ABC	2.8	3.5	2.6	1.9	2.0	2.2	2:00 P.M.
to	CBS	3.2	3.7	3.2	2.5	2.4	3.3	
5:15 P.M.	MBS	2.2	2.2	3.0	1.9	3.8	1.1	
	NBC	7.6	7.2	6.7	10.6	7.5	5.9	
Sets-In-Use		20.7	22.8	19.7	21.0	17.7	15.8	2:15 P.M.
Available Homes		74.0	78.3	75.8	73.2	62.5	61.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:45 P.M.	ABC	3.4	4.1	2.7	2.4	5.1	3.1	2:45 P.M.
to	CBS	4.2	4.8	3.4	4.2	1.4	4.7	
6:00 P.M.	MBS	2.9	3.1	3.9	2.5	4.2	0.5	
	NBC	5.6	5.8	5.3	6.0	5.3	4.9	
Sets-In-Use		21.5	25.2	19.2	19.2	19.0	16.8	3:00 P.M.
Available Homes		77.6	82.9	78.9	76.6	67.8	62.0	

5:15 P.M.	ABC	2.5	2.9	2.4	2.1	3.4	2.1	2:15 P.M.
to	CBS	3.0	3.2	2.9	3.1	1.8	2.8	
5:30 P.M.	MBS	2.7	3.1	2.7	2.1	4.3	1.8	
	NBC	7.0	6.8	6.5	8.5	6.6	6.4	
Sets-In-Use		20.0	22.7	18.2	19.1	18.6	16.0	2:30 P.M.
Available Homes		75.0	80.5	75.9	73.6	66.3	59.5	

6:00 P.M.	ABC	3.4	3.1	3.9	2.7	6.2	3.5	3:00 P.M.
to	CBS	4.5	5.0	4.8	4.2	3.5	3.3	
6:15 P.M.	MBS	3.4	4.0	3.9	2.6	4.3	0.7	
	NBC	6.0	6.9	4.2	7.2	4.1	4.6	
Sets-In-Use		22.2	25.5	20.7	20.5	21.1	16.1	3:15 P.M.
Available Homes		78.4	83.7	80.2	77.4	69.9	61.4	

5:30 P.M.	ABC	3.2	3.5	2.4	3.0	6.0	2.7	2:30 P.M.
to	CBS	3.7	4.3	3.0	3.3	1.1	4.3	
5:45 P.M.	MBS	2.6	3.0	2.6	2.5	3.4	0.8	
	NBC	6.2	5.6	7.0	7.8	4.8	5.1	
Sets-In-Use		20.8	23.5	18.4	21.2	18.2	16.4	2:45 P.M.
Available Homes		76.5	82.2	77.6	75.2	65.4	60.9	

6:15 P.M.	ABC	3.8	4.1	3.6	3.2	6.3	3.1	3:15 P.M.
to	CBS	4.3	4.2	5.6	4.3	2.1	3.0	
6:30 P.M.	MBS	3.6	4.0	4.4	3.2	4.5	0.9	
	NBC	5.3	5.8	4.4	6.1	5.4	4.2	
Sets-In-Use		22.3	25.1	22.6	20.7	20.7	15.0	3:30 P.M.
Available Homes		79.7	83.9	83.0	79.2	70.9	62.8	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:30 P.M.	ABC	3.9	3.9	4.5	3.6	4.8	2.7	3:30 P.M. to 3:45 P.M.
	CBS	4.8	4.7	5.7	4.8	2.4	4.0	
	MBS	4.2	6.0	3.8	2.9	5.1	0.6	
	NBC	5.5	4.9	6.5	5.9	5.0	5.3	
Sets-In-Use		23.6	26.7	24.9	20.7	21.2	15.6	
Available Homes		81.0	84.3	84.5	81.4	72.2	65.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:15 P.M.	ABC	4.0	4.4	3.9	4.7	3.3	1.8	4:15 P.M. to 4:30 P.M.
	CBS	8.3	9.4	8.8	8.8	6.9	3.2	
	MBS	4.3	4.5	6.2	2.5	4.3	3.3	
	NBC	7.1	6.8	8.4	8.7	6.8	4.0	
Sets-In-Use		28.5	31.7	30.1	27.4	25.7	16.9	
Available Homes		82.3	83.5	86.5	84.1	79.1	69.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:45 P.M.	ABC	3.9	3.8	5.1	3.8	4.0	2.7	3:45 P.M. to 4:00 P.M.
	CBS	7.0	8.9	7.2	5.4	2.9	3.7	
	MBS	3.5	3.8	4.4	3.4	3.2	1.1	
	NBC	6.1	5.6	7.1	6.8	6.4	4.5	
Sets-In-Use		25.5	28.7	27.6	22.6	21.3	15.9	
Available Homes		81.5	84.0	86.0	82.4	73.3	66.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	8.3	10.6	8.7	7.7	4.1	2.0	4:30 P.M. to 4:45 P.M.
	CBS	8.5	9.3	9.7	8.8	5.9	4.0	
	MBS	3.2	3.0	4.4	2.6	3.7	2.3	
	NBC	5.8	5.5	6.7	7.0	5.1	3.7	
Sets-In-Use		29.7	33.0	32.0	28.8	23.5	17.5	
Available Homes		82.2	82.2	86.5	83.8	81.2	71.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:00 P.M.	ABC	3.5	3.5	4.3	3.7	3.2	2.1	4:00 P.M. to 4:15 P.M.
	CBS	7.5	7.9	9.1	8.3	6.0	2.5	
	MBS	4.6	5.2	4.4	3.7	4.2	4.0	
	NBC	8.1	8.7	8.8	8.0	6.8	5.1	
Sets-In-Use		27.7	30.9	29.1	26.0	24.6	17.6	
Available Homes		82.1	84.0	86.2	83.3	77.5	68.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:45 P.M.	ABC	9.3	11.7	10.0	8.7	4.3	2.5	4:45 P.M. to 5:00 P.M.
	CBS	7.4	8.0	8.3	7.4	7.1	3.8	
	MBS	2.8	2.6	3.4	2.1	4.8	2.8	
	NBC	7.4	6.8	8.9	9.0	8.8	3.7	
Sets-In-Use		31.1	34.1	33.3	30.5	30.0	18.4	
Available Homes		82.2	81.8	86.1	83.1	82.9	74.7	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	6.0	6.9	6.7	5.9	2.9	3.2	5:00 P.M.
to	CBS	11.2	12.1	13.0	11.3	10.8	4.4	
	MBS	3.3	3.9	3.2	2.7	3.6	2.3	
8:15 P.M.	NBC	9.6	10.2	10.7	10.9	7.5	4.1	
Sets-In-Use		33.8	37.6	35.8	33.1	29.0	19.7	5:15 P.M.
Available Homes		82.1	81.3	85.7	82.6	84.2	77.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:45 P.M.	ABC	6.4	6.9	6.7	6.3	6.4	4.1	5:45 P.M.
to	CBS	11.8	12.8	15.0	10.0	12.3	5.5	to
	MBS	4.1	4.6	3.4	3.8	4.2	3.4	6:00 P.M.
9:00 P.M.	NBC	13.0	12.7	16.0	14.6	11.4	7.5	6:00 P.M.
Sets-In-Use		38.8	41.1	42.7	37.1	37.1	27.8	
Available Homes		81.7	80.7	83.8	80.9	83.9	81.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:15 P.M.	ABC	6.0	6.5	6.8	6.2	3.1	3.7	5:15 P.M.
to	CBS	11.9	13.4	13.7	11.7	15.1	2.9	to
	MBS	3.5	3.9	3.2	3.1	4.2	3.1	5:30 P.M.
8:30 P.M.	NBC	10.4	10.7	12.0	12.7	8.2	4.5	5:30 P.M.
Sets-In-Use		35.5	36.8	37.8	35.9	33.7	20.3	
Available Homes		81.9	80.8	84.5	82.7	84.9	78.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	5.6	6.5	5.6	5.7	6.3	2.3	6:00 P.M.
to	CBS	11.3	12.1	13.0	9.7	12.2	7.4	to
	MBS	5.4	5.3	6.2	4.4	6.0	5.2	6:15 P.M.
9:15 P.M.	NBC	15.8	15.0	17.9	16.9	15.6	13.1	6:15 P.M.
Sets-In-Use		40.8	41.9	43.9	39.1	42.8	33.1	
Available Homes		81.8	80.7	83.6	81.2	81.9	82.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	6.3	6.7	7.0	5.9	6.0	4.4	5:30 P.M.
to	CBS	11.7	12.8	14.6	10.4	11.8	5.0	to
	MBS	4.0	4.6	3.6	4.1	3.5	2.6	5:45 P.M.
8:45 P.M.	NBC	11.7	11.7	13.8	13.5	9.5	6.2	5:45 P.M.
Sets-In-Use		37.1	39.3	40.7	36.4	34.2	23.9	
Available Homes		82.1	81.5	84.0	81.9	84.9	80.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:15 P.M.	ABC	6.2	6.9	6.3	6.2	7.2	3.5	6:15 P.M.
to	CBS	11.8	12.7	13.4	10.2	13.2	7.6	to
	MBS	3.0	2.7	3.5	2.7	2.9	3.7	6:30 P.M.
9:30 P.M.	NBC	17.2	16.5	18.5	18.3	17.6	15.4	6:30 P.M.
Sets-In-Use		41.0	42.0	43.1	40.1	43.6	34.3	
Available Homes		81.8	81.0	83.1	81.0	83.8	83.2	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	5.6	6.0	6.2	4.8	4.6	4.8	6:30 P.M.	ABC	6.8	6.7	8.1	6.3	6.8	6.0	7:15 P.M.	
	CBS	12.5	12.9	13.3	11.2	16.3	10.2	to	CBS	10.2	9.5	12.5	8.0	14.3	11.0	to	
	MBS	3.1	3.3	2.9	2.6	3.3	2.9		MBS	2.5	2.3	2.8	1.9	2.8	4.2		
6:45 P.M.	NBC	16.0	14.9	18.4	17.0	14.6	14.9	6:45 P.M.	NBC	13.5	11.9	15.9	14.4	14.9	13.4	7:30 P.M.	
Sets-In-Use		40.4	40.6	42.6	38.2	42.5	38.1	Sets-In-Use		35.8	33.4	40.6	33.1	41.0	39.0		
Available Homes		81.3	80.4	82.6	80.8	81.7	83.4	Available Homes		79.9	77.8	82.8	81.0	79.5	80.5		

6:45 P.M.	ABC	5.8	6.1	5.9	5.8	6.5	4.0	6:45 P.M.	ABC	5.0†		5.4	3.9	5.4	5.8	7:30 P.M.
	CBS	11.9	12.2	14.1	9.8	14.3	9.5	to	CBS	9.9†		11.0	7.7	12.2	10.3	to
	MBS	3.1	3.1	3.1	2.8	3.8	3.4		MBS	3.7†		4.0	2.4	3.3	5.4	
7:00 P.M.	NBC	15.9	14.9	18.4	16.4	14.8	15.1	7:00 P.M.	NBC	14.1†		15.3	13.3	15.8	12.2	7:45 P.M.
Sets-In-Use		39.7	39.6	43.1	37.8	41.9	36.5	Sets-In-Use		35.3†		37.3	29.9	38.8	38.7	
Available Homes		81.0	79.7	83.0	81.4	80.3	81.7	Available Homes		81.0†		82.4	80.6	79.7	79.5	

7:00 P.M.	ABC	6.8	6.8	7.7	6.0	5.8	6.7	7:00 P.M.	ABC	5.0†		5.3	3.6	6.9	5.8	7:45 P.M.
	CBS	10.6	10.4	12.8	8.3	14.7	10.1	to	CBS	9.5†		10.5	7.4	13.2	9.9	to
	MBS	2.6	2.7	2.6	2.1	2.2	3.4		MBS	3.7†		4.1	1.9	3.0	6.0	
7:15 P.M.	NBC	14.1	12.1	17.0	15.7	12.4	13.8	7:15 P.M.	NBC	12.0†		13.1	11.5	15.0	13.3	8:00 P.M.
Sets-In-Use		37.1	35.4	41.9	34.5	38.2	38.4	Sets-In-Use		33.5†		34.5	26.5	40.4	40.0	
Available Homes		80.9	79.2	83.4	81.3	80.1	81.9	Available Homes		80.9†		81.4	80.6	80.6	80.4	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: MONDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	3.5	3.6	3.8	2.3	5.1	3.4	3:00 P.M.
to	CBS	4.5	4.8	5.1	4.8	2.0	2.9	
	MBS	3.5	4.2	4.2	2.9	4.3	0.6	
to 8:30 P.M.	NBC	5.6	6.0	4.6	6.9	3.7	4.9	
Sets-In-Use		21.8	24.9	21.4	20.4	17.1	15.1	3:30 P.M.
Available Homes		79.5	84.5	81.6	79.1	69.5	62.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	9.8	12.2	11.2	9.1	3.8	2.1	4:30 P.M.
to	CBS	7.9	8.6	8.9	8.5	6.0	3.6	
	MBS	3.0	3.0	3.8	2.3	4.5	2.3	
to 8:00 P.M.	NBC	6.5	5.9	7.4	7.8	7.9	3.9	
Sets-In-Use		30.9	34.1	33.5	30.3	27.8	16.9	5:00 P.M.
Available Homes		82.0	82.4	85.2	83.8	80.2	72.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	3.9	3.7	4.9	4.1	3.9	2.7	3:30 P.M.
to	CBS	5.8	6.8	6.2	5.3	3.1	2.9	
	MBS	3.8	4.8	4.2	2.5	3.1	1.2	
to 7:00 P.M.	NBC	5.5	4.8	6.5	6.6	6.1	4.6	
Sets-In-Use		24.1	27.0	26.3	21.6	20.5	14.9	4:00 P.M.
Available Homes		81.6	83.8	85.5	83.0	76.4	66.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	4.4	4.7	4.8	4.4	3.4	3.4	5:00 P.M.
to	CBS	12.6	14.1	13.8	13.4	12.2	4.1	
	MBS	4.6	5.2	4.3	5.0	4.7	2.6	
to 8:30 P.M.	NBC	8.8	9.3	10.2	10.7	4.8	3.3	
Sets-In-Use		34.2	38.4	35.2	35.7	28.8	17.5	5:30 P.M.
Available Homes		82.9	82.3	84.8	84.9	85.9	77.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	3.6	3.7	4.0	4.0	3.0	2.0	4:00 P.M.
to	CBS	7.9	8.2	9.0	9.1	7.7	2.9	
	MBS	4.8	5.0	5.8	3.2	4.9	4.4	
to 7:30 P.M.	NBC	7.5	8.1	7.2	8.7	6.6	4.3	
Sets-In-Use		28.1	31.0	28.5	27.6	26.6	17.7	4:30 P.M.
Available Homes		82.6	83.8	86.2	85.5	78.3	68.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		"Sectional" Hooperatings						
		Over-All Averages	East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	3.5	2.9	3.1	3.7	9.6	4.1	5:30 P.M.
to	CBS	19.1	22.0	22.5	16.7	15.9	7.1	
	MBS	5.3	5.4	5.8	6.3	4.7	2.7	
to 9:00 P.M.	NBC	8.7	9.3	9.4	8.6	8.5	5.4	
Sets-In-Use		39.9	43.2	42.4	37.7	41.6	25.8	6:00 P.M.
Available Homes		83.5	82.7	85.5	83.4	86.0	81.5	



For Explanation of Symbols See Page E

"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: MONDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	2.9	2.7	3.2	2.9	2.5	3.6	6:30 P.M.
	CBS	25.7	28.2	28.4	22.3	25.5	17.1	
	MBS	4.6	3.9	5.7	4.7	4.6	4.8	
8:30 P.M.	NBC	8.1	8.2	8.7	8.3	12.8	4.2	
Sets-In-Use		43.8	45.8	47.4	40.8	47.9	33.2	6:30 P.M.
Available Homes		83.3	82.0	85.3	84.2	83.9	83.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 P.M.	ABC	2.5†		3.0	1.9	1.6	3.4	7:30 P.M.
to	CBS	17.9†		17.8	16.0	25.5	18.3	
11:00 P.M.	MBS	3.7†		4.3	2.0	3.5	5.4	to
	NBC	8.3†		9.2	7.0	9.8	8.0	8:00 P.M.
Sets-In-Use		35.0†		35.6	29.2	42.7	40.1	
Available Homes		83.3†		84.7	83.0	82.6	81.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	2.6	2.6	2.6	2.5	2.5	2.7	6:30 P.M.
	CBS	25.8	27.2	28.1	21.6	27.7	21.8	
	MBS	2.2	1.9	2.5	2.2	4.0	2.1	
9:00 P.M.	NBC	10.3	9.3	10.5	11.9	13.8	10.0	
Sets-In-Use		43.8	44.4	45.1	40.7	51.3	41.1	7:00 P.M.
Available Homes		83.3	82.7	83.8	82.7	84.3	85.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 P.M.	ABC					4.7	5.0	8:00 P.M.
to	CBS					11.7	8.5	
11:30 P.M.	MBS					7.3	11.6	to
	NBC					11.3	10.6	8:30 P.M.
Sets-In-Use						37.8	40.0	
Available Homes						78.2	82.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	3.2	2.3	4.0	2.8	2.4	6.5	7:00 P.M.
	CBS	19.4	18.1	23.4	17.0	25.7	17.9	
	MBS	2.4	1.7	2.9	2.2	1.0	5.2	
8:30 P.M.	NBC	8.2	7.4	10.0	8.3	7.8	7.9	
Sets-In-Use		36.1	32.8	42.2	32.7	38.0	42.2	7:30 P.M.
Available Homes		81.8	79.4	85.3	82.2	79.8	84.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 P.M.	ABC					3.0	2.7	8:30 P.M.
to	CBS					9.8	13.6	
12:00 Mid.	MBS					6.0	7.4	
	NBC					11.3	8.2	
Sets-In-Use						32.3	37.1	9:00 P.M.
Available Homes						76.8	82.3	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: MONDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 Mid.	ABC					3.8	9:00 P.M. to 9:30 P.M.	
to	CBS					14.6		
12:30 P.M.	MBS					5.2		
	NBC					9.0		
Sets-In-Use						37.3		
Available Homes						81.2		

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

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 A.M.	ABC					3.0	9:30 P.M. to 10:00 P.M.	
to	CBS					5.4		
1:00 P.M.	MBS					1.4		
	NBC					13.1		
Sets-In-Use						27.0		
Available Homes						78.5		

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

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 A.M.	ABC					1.1	10:00 P.M. to 10:15 P.M.	
to	CBS					6.3		
1:15 A.M.	MBS					3.0		
	NBC					10.7		
Sets-In-Use						26.5		
Available Homes						77.7		

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



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: TUESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	3.7	3.5	4.1	3.2	6.8	3.5	3:00 P.M. to 3:30 P.M.
	CBS	4.4	4.6	5.2	4.0	2.9	3.8	
	MBS	3.3	3.7	3.9	2.9	4.6	0.7	
6:30 P.M.	NBC	5.4	6.5	3.6	5.5	5.4	4.3	
Sets-In-Use		22.1	25.3	20.9	19.7	23.4	16.3	
Available Homes		79.1	84.0	80.9	77.3	72.9	63.8	

New York Time	Net-Work	HOOPERATINGS					Pacific Time	
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain		Pacific
7:30 P.M.	ABC	7.8	10.4	7.8	6.8	4.7	1.9	4:30 P.M. to 5:00 P.M.
	CBS	8.3	8.8	9.4	9.0	5.2	4.3	
	MBS	3.0	3.1	3.9	2.5	2.6	1.9	
8:00 P.M.	NBC	6.9	7.0	8.3	7.6	7.4	3.0	
Sets-In-Use		30.1	34.0	32.3	28.8	25.3	16.5	
Available Homes		82.7	82.7	86.1	83.8	83.4	74.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:30 P.M.	ABC	3.8	4.0	5.1	2.9	4.0	2.2	3:30 P.M. to 4:00 P.M.
	CBS	5.9	6.9	6.8	4.3	3.1	4.2	
	MBS	4.1	5.1	4.4	3.6	4.2	0.7	
4:00 P.M.	NBC	5.7	5.0	7.1	6.4	6.3	4.8	
Sets-In-Use		24.8	28.0	27.5	20.8	22.9	15.0	
Available Homes		81.6	85.2	85.5	81.5	72.9	65.0	

New York Time	Net-Work	HOOPERATINGS					Pacific Time	
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain		Pacific
8:00 P.M.	ABC	2.3	2.2	1.9	2.5	3.2	2.9	5:00 P.M. to 5:30 P.M.
	CBS	13.8	15.0	17.3	13.9	14.4	3.3	
	MBS	4.0	4.9	3.5	3.3	4.7	2.4	
8:30 P.M.	NBC	10.0	11.0	10.1	11.3	5.8	5.7	
Sets-In-Use		33.9	37.9	35.2	34.0	31.3	19.4	
Available Homes		82.7	82.1	85.2	83.4	84.5	78.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:00 P.M.	ABC	3.5	3.7	3.8	3.7	4.0	1.7	4:00 P.M. to 4:30 P.M.
	CBS	8.4	9.2	9.6	9.0	4.6	3.1	
	MBS	4.3	5.0	4.6	2.7	5.0	3.6	
4:30 P.M.	NBC	7.6	7.7	9.0	7.9	6.1	4.5	
Sets-In-Use		28.3	31.9	30.0	25.8	24.8	17.3	
Available Homes		82.3	84.6	87.0	83.2	76.8	70.7	

New York Time	Net-Work	HOOPERATINGS					Pacific Time	
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain		Pacific
8:30 P.M.	ABC	4.1	4.5	4.4	3.4	3.7	3.4	5:30 P.M. to 6:00 P.M.
	CBS	10.9	11.6	13.8	10.1	11.1	5.1	
	MBS	4.8	6.2	3.6	4.2	3.9	3.4	
9:00 P.M.	NBC	14.9	13.7	18.3	17.0	15.0	10.6	
Sets-In-Use		38.1	39.9	41.9	37.1	37.7	27.7	
Available Homes		82.6	82.6	83.7	82.3	87.5	79.7	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: TUESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	3.5	4.0	3.9	3.4	1.8	1.9	6:00 P.M.
te	CBS	9.2	11.5	9.4	7.9	10.0	1.9	
te	MBS	3.9	4.1	4.2	3.0	4.7	4.1	
9:30 P.M.	NBC	23.2	20.2	26.4	26.2	24.2	23.3	
Sets-In-Use		42.5	42.9	45.4	42.5	43.8	36.1	6:30 P.M.
Available Homes		83.1	81.9	84.5	83.1	84.8	84.1	

New York Time	Net-Work	HOOPERATINGS					Pacific Time	
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain		Pacific
10:30 P.M.	ABC	1.5†		2.0	1.3	3.3	1.9	7:30 P.M.
te	CBS	5.9†		7.5	5.0	4.8	4.7	
te	MBS	2.5†		2.2	1.8	2.9	4.1	
11:00 P.M.	NBC	23.7†		24.9	19.8	28.2	26.1	
Sets-In-Use		36.3†		37.7	30.3	42.5	40.8	8:00 P.M.
Available Homes		81.3†		81.5	80.5	81.8	81.5	

9:30 P.M.	ABC	2.3	2.5	2.5	1.9	1.0	1.8	6:30 P.M.
te	CBS	7.5	8.9	7.8	6.0	11.0	3.5	
10:00 P.M.	MBS	2.4	2.7	1.8	2.3	3.4	2.1	
te	NBC	27.3	23.8	33.6	27.9	27.9	27.9	
Sets-In-Use		42.3	41.3	46.9	40.8	45.6	39.5	7:00 P.M.
Available Homes		82.0	80.6	84.7	81.7	82.0	82.8	

11:00 P.M.	ABC					3.9	2.5	8:00 P.M.
te	CBS					7.9	6.8	
te	MBS					2.8	9.9	
11:30 P.M.	NBC					16.7	13.0	
Sets-In-Use						33.6	36.9	8:30 P.M.
Available Homes						81.3	81.2	

10:00 P.M.	ABC	1.8	1.9	1.9	1.8	1.9	1.6	7:00 P.M.
te	CBS	7.9	8.6	9.0	6.4	9.5	5.1	
te	MBS	1.9	1.8	1.6	2.0	2.5	2.6	
10:30 P.M.	NBC	24.0	19.5	26.0	25.2	26.9	30.1	
Sets-In-Use		38.1	35.0	41.5	37.3	42.9	43.0	7:30 P.M.
Available Homes		81.1	78.4	83.5	82.8	81.8	83.5	

11:30 P.M.	ABC					2.5	4.5	8:30 P.M.
te	CBS					6.7	7.2	
te	MBS					4.2	7.1	
12:00 Mid.	NBC					10.1	10.5	
Sets-In-Use						25.6	35.3	9:00 P.M.
Available Homes						76.7	80.5	



For Explanation of Symbols See Page E

"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: TUESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:00 MID. TO 2:30 P.M.	ABC					5.3	9:00 P.M. TO 9:30 P.M.	
	CBS					11.4		
	MBS					5.5		
	NBC					6.5		
Sets-In-Use						34.2		
Available Homes						78.8		

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

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M. TO 9:00 P.M.	ABC					3.6	9:30 P.M. TO 10:00 P.M.	
	CBS					6.3		
	MBS					1.5		
	NBC					8.1		
Sets-In-Use						25.1		
Available Homes						77.7		

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

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 P.M. TO 10:15 P.M.	ABC					1.9	10:00 P.M. TO 10:15 P.M.	
	CBS					5.5		
	MBS					1.8		
	NBC					9.3		
Sets-In-Use						23.0		
Available Homes						77.8		

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



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THROUGH APRIL, 1948

EVENING AUDIENCES

DAYS: WEDNESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	3.5	3.7	3.2	3.4	5.2	3.1	3:00 P.M. to 3:30 P.M.
to	CBS	4.5	4.8	5.3	4.4	1.7	2.9	
	MBS	3.5	4.3	4.2	2.4	4.5	0.8	
6:30 P.M.	NBC	5.7	6.4	4.0	7.6	4.5	3.7	
Sets-In-Use		22.6	26.4	21.4	20.9	18.6	15.0	
Available Homes		79.3	85.1	80.9	79.0	66.0	61.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	9.9	12.4	10.6	10.3	3.6	2.0	4:30 P.M. to 5:00 P.M.
to	CBS	7.6	8.6	8.3	6.9	7.1	4.1	
	MBS	2.7	2.3	3.6	2.1	4.4	2.4	
8:00 P.M.	NBC	6.2	5.9	7.1	8.0	4.7	3.8	
Sets-In-Use		30.5	34.1	32.4	30.3	23.2	16.1	
Available Homes		82.5	82.5	87.5	82.8	81.0	73.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	3.9	3.7	4.7	3.8	5.2	2.5	3:30 P.M. to 4:00 P.M.
to	CBS	6.0	6.9	6.7	5.0	2.1	4.2	
	MBS	3.8	5.0	3.6	3.0	3.8	1.0	
7:00 P.M.	NBC	5.9	5.8	6.6	6.1	5.5	5.0	
Sets-In-Use		24.6	28.2	25.8	21.1	22.0	16.0	
Available Homes		81.6	84.7	85.6	82.5	71.1	68.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	8.6	9.3	10.8	8.5	4.2	4.2	5:00 P.M. to 5:30 P.M.
to	CBS	7.2	7.7	8.4	6.2	11.0	3.5	
	MBS	3.9	5.4	2.4	2.7	4.8	2.5	
8:30 P.M.	NBC	11.8	13.0	13.9	13.4	5.4	3.7	
Sets-In-Use		35.1	39.6	37.4	32.9	29.6	20.9	
Available Homes		82.2	81.4	86.1	81.3	82.8	78.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	4.1	4.4	4.6	4.4	3.5	2.2	4:00 P.M. to 4:30 P.M.
to	CBS	8.0	8.8	8.6	8.8	6.4	3.3	
	MBS	4.5	5.0	5.7	2.6	4.8	3.2	
7:30 P.M.	NBC	7.5	7.7	8.5	8.0	7.1	4.8	
Sets-In-Use		28.5	32.3	29.9	26.0	25.5	17.8	
Available Homes		82.3	84.4	86.3	83.0	77.6	68.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	5.7	5.8	6.7	5.0	6.1	4.9	5:30 P.M. to 6:00 P.M.
to	CBS	9.8	9.8	12.8	8.9	12.8	4.9	
	MBS	4.7	6.5	2.6	3.9	5.5	2.9	
9:00 P.M.	NBC	13.9	14.0	17.9	16.1	4.6	6.2	
Sets-In-Use		38.1	40.8	42.0	36.7	32.6	25.8	
Available Homes		81.7	80.8	84.4	80.8	83.5	80.5	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: WEDNESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	6.9	8.0	6.8	6.1	12.0	2.9	6:00 P.M.	ABC	7.3†		8.6	5.2	10.3	7.0	7:30 P.M.	
	CBS	6.5	6.3	8.1	6.1	7.1	4.6	to	CBS	6.5†		5.9	3.2	10.5	11.8	to	
	MBS	4.6	5.0	4.5	3.3	4.9	4.9	6:30 P.M.	MBS	3.9†		4.2	2.6	3.1	5.7	8:00 P.M.	
	NBC	17.9	18.7	19.8	17.8	12.8	13.9		NBC	13.9†		14.9	14.9	14.2	10.2		
Sets-In-Use		39.3	41.5	41.0	36.4	39.9	32.4	Sets-In-Use		34.2†		35.4	20.3	40.0	39.3		
Available Homes		81.8	81.2	83.5	79.9	83.3	83.5	Available Homes		81.3†		82.0	80.7	83.0	80.1		

7:30 P.M.	ABC	9.1	10.4	9.9	6.6	7.4	7.5	6:30 P.M.	11:00 P.M.	ABC				19.5	11.0	8:00 P.M.
	CBS	5.3	5.1	5.8	4.0	9.5	5.9	to	CBS				5.6	6.1	to	
	MBS	2.9	3.3	2.2	2.1	6.3	3.2	7:00 P.M.	11:30 P.M.	MBS			4.8	11.4	8:30 P.M.	
	NBC	18.3	18.2	21.5	19.8	12.7	12.0		NBC			7.8	7.8			
Sets-In-Use		38.9	40.3	41.5	35.4	40.0	34.4	Sets-In-Use					39.8	40.1		
Available Homes		81.2	80.3	82.7	80.0	82.5	83.0	Available Homes					78.5	79.6		

7:30 P.M.	ABC	15.8	16.9	19.7	13.6	9.2	9.3	7:00 P.M.	11:30 P.M.	ABC			7.7	9.5	8:30 P.M.
	CBS	6.3	5.6	6.9	2.3	14.3	12.1	to	CBS			2.8	7.3	to	
	MBS	1.7	1.9	1.3	1.4	2.7	2.1	7:30 P.M.	12:00 Mid.	MBS			3.5	3.9	9:00 P.M.
	NBC	11.1	8.8	13.5	15.2	9.7	8.1		NBC			17.7	15.7		
Sets-In-Use		37.4	35.9	42.8	34.9	39.1	36.0	Sets-In-Use					33.7	40.8	
Available Homes		80.8	79.1	84.1	81.4	81.4	80.0	Available Homes					79.0	79.2	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: WEDNESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 Mid.	ABC						17.0	9:00 P.M. to 9:30 P.M.
to	CBS						2.3	
12:30 A.M.	MBS						3.3	
	NBC						13.3	
Sets-In-Use							39.6	
Available Homes							78.3	

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

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 A.M.	ABC						8.9	9:30 P.M. to 10:00 P.M.
to	CBS						1.8	
1:00 A.M.	MBS						0.8	
	NBC						15.0	
Sets-In-Use							31.1	
Available Homes							75.9	

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

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 A.M.	ABC						4.6	10:00 P.M. to 10:15 P.M.
to	CBS						4.7	
1:15 A.M.	MBS						2.0	
	NBC						8.8	
Sets-In-Use							23.8	
Available Homes							75.8	

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



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: THURSDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	3.7	3.7	4.2	2.9	6.4	3.3	3:00 P.M. to 3:30 P.M.
to	CBS	4.4	4.6	5.1	4.1	4.4	3.4	
6:30 P.M.	MBS	3.5	3.9	3.7	3.5	4.0	1.3	
	NBC	5.8	6.3	4.7	6.4	6.6	4.7	
Sets-In-Use		22.4	25.0	21.9	20.7	23.4	16.1	
Available Homes		78.9	83.5	81.8	78.1	71.8	60.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	6.5	8.9	5.2	5.6	5.5	2.6	4:30 P.M. to 5:00 P.M.
to	CBS	8.6	9.4	9.4	8.7	7.9	4.1	
8:00 P.M.	MBS	3.2	2.7	4.5	2.6	5.0	2.6	
	NBC	7.4	6.7	9.6	8.5	7.0	4.3	
Sets-In-Use		30.0	32.7	31.9	28.9	29.4	19.1	
Available Homes		82.8	82.6	86.0	84.6	85.2	73.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	4.0	3.8	5.1	3.6	4.2	3.2	3:30 P.M. to 4:00 P.M.
to	CBS	6.1	7.1	6.5	5.2	3.4	3.9	
7:00 P.M.	MBS	4.1	5.1	4.2	3.6	4.7	0.8	
	NBC	5.8	5.2	7.3	6.2	4.9	5.0	
Sets-In-Use		25.1	28.2	26.7	22.7	20.1	16.8	
Available Homes		80.5	83.5	84.8	81.3	70.8	64.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	3.7	4.5	3.1	3.1	1.7	3.4	5:00 P.M. to 5:30 P.M.
to	CBS	11.5	13.1	13.3	11.2	10.1	3.6	
8:30 P.M.	MBS	2.4	2.2	2.6	2.2	2.6	2.7	
	NBC	13.3	13.4	15.9	15.7	16.9	4.0	
Sets-In-Use		34.5	37.5	37.1	34.4	34.4	20.3	
Available Homes		81.8	81.0	84.1	82.9	84.4	77.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	3.7	3.8	3.8	4.2	4.0	1.9	4:00 P.M. to 4:30 P.M.
to	CBS	7.9	9.1	8.7	8.0	7.1	2.3	
8:30 P.M.	MBS	4.3	4.6	5.0	3.2	4.0	3.5	
	NBC	7.8	7.4	9.6	9.2	6.0	4.8	
Sets-In-Use		27.9	30.8	29.8	27.1	25.5	16.3	
Available Homes		81.7	83.4	85.3	83.4	80.1	67.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	5.0	5.6	5.1	4.5	1.5	4.5	5:30 P.M. to 6:00 P.M.
to	CBS	11.6	13.0	14.8	9.8	8.9	4.9	
9:00 P.M.	MBS	2.2	2.2	2.2	2.2	1.5	2.2	
	NBC	15.0	15.7	16.7	18.1	15.9	5.4	
Sets-In-Use		37.2	40.1	40.5	30.9	30.5	24.8	
Available Homes		81.7	81.4	82.9	80.9	83.0	81.7	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: THURSDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	4.6	4.7	4.8	5.0	5.4	3.3	6:00 P.M. to 6:30 P.M.
to	CBS	8.3	8.1	9.2	8.5	9.8	6.5	
9:30 P.M.	MBS	4.4	3.9	5.8	3.9	3.7	4.3	
	NBC	19.0	20.2	19.8	18.3	17.9	14.8	
Sets-In-Use		38.9	40.1	40.5	38.2	39.9	32.5	
Available Homes		81.4	80.9	82.2	80.7	80.8	82.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 P.M.	ABC	3.2†		2.7	1.9	3.7	6.2	7:30 P.M. to 8:00 P.M.
to	CBS	8.8†		11.4	6.9	10.4	5.8	
11:00 P.M.	MBS	3.3†		3.5	2.1	1.5	5.8	
	NBC	14.6†		16.1	12.5	16.7	14.4	
Sets-In-Use		32.4 †		35.3	25.2	34.7	37.7	
Available Homes		80.2†		80.7	80.2	78.3	80.0	

9:30 P.M.	ABC	4.4	4.2	5.0	4.3	5.5	4.3	6:30 P.M. to 7:00 P.M.
to	CBS	12.3	11.7	14.4	12.6	16.5	8.8	
10:00 P.M.	MBS	2.3	2.3	2.6	2.4	1.2	2.2	
	NBC	14.0	14.0	15.2	12.4	11.0	15.5	
Sets-In-Use		36.4	35.9	39.0	34.6	38.0	35.7	
Available Homes		80.8	79.3	81.7	82.7	80.0	82.1	

11:00 P.M.	ABC					6.6	6.2	8:00 P.M. to 8:30 P.M.
to	CBS					10.3	5.9	
11:30 P.M.	MBS					4.0	7.1	
	NBC					12.3	10.9	
Sets-In-Use						34.5	35.0	
Available Homes						80.9	79.8	

10:00 P.M.	ABC	2.9	2.1	2.9	3.2	5.2	4.5	7:00 P.M. to 7:30 P.M.
to	CBS	10.8	10.3	13.4	9.5	13.2	7.3	
10:30 P.M.	MBS	3.2	3.3	3.8	2.2	2.3	2.9	
	NBC	15.2	13.2	17.4	15.0	16.5	15.6	
Sets-In-Use		35.5	33.2	39.2	32.0	40.4	35.3	
Available Homes		80.2	79.2	82.1	80.3	79.9	79.9	

11:30 P.M.	ABC					3.8	4.2	8:30 P.M. to 9:00 P.M.
to	CBS					4.1	6.2	
12:00 Mid.	MBS					2.7	3.0	
	NBC					18.3	16.3	
Sets-In-Use						31.7	33.8	
Available Homes						78.9	80.6	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: THURSDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
12:00 Mid. to 2:30 P.M.	ABC					2.0	9:00 P.M. to 9:30 P.M.	ABC						Sets-In-Use Available Homes			
	CBS					8.8		CBS									
	MBS					4.4		MBS									
	NBC					15.6		NBC									
Sets-In-Use						35.1	Sets-In-Use										
Available Homes						76.9	Available Homes										
2:30 P.M. to 10:00 P.M.	ABC					2.3	9:30 P.M. to 10:00 P.M.	ABC						Sets-In-Use Available Homes			
	CBS					4.6		CBS									
	MBS					1.8		MBS									
	NBC					13.5		NBC									
Sets-In-Use						25.9	Sets-In-Use										
Available Homes						77.1	Available Homes										
10:00 P.M. to 10:15 P.M.	ABC					1.2	10:00 P.M. to 10:15 P.M.	ABC						Sets-In-Use Available Homes			
	CBS					6.1		CBS									
	MBS					1.8		MBS									
	NBC					11.9		NBC									
Sets-In-Use						24.6	Sets-In-Use										
Available Homes						73.9	Available Homes										



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	3.6	3.7	3.3	3.3	7.6	3.2	3:00 P.M. to 3:30 P.M.
	CBS	4.2	4.1	5.4	4.1	3.0	2.8	
to	MBS	3.7	4.2	4.6	2.8	4.7	0.9	
6:30 P.M.	NBC	5.7	6.5	4.3	7.0	3.5	4.4	
Sets-In-Use		22.5	25.0	22.7	21.3	21.8	15.3	
Available Homes		78.7	82.0	82.9	78.2	71.9	72.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	9.8	11.8	11.8	9.2	3.5	2.8	4:30 P.M. to 5:00 P.M.
	CBS	7.4	7.8	8.9	7.6	6.2	3.4	
to	MBS	3.1	2.7	3.8	2.4	4.7	3.5	
8:00 P.M.	NBC	6.0	5.4	6.7	8.0	7.7	3.5	
Sets-In-Use		30.5	32.9	33.1	30.2	27.9	19.1	
Available Homes		80.9	79.7	86.6	82.0	80.4	73.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	4.0	4.0	4.2	4.0	4.8	2.9	3:30 P.M. to 4:00 P.M.
	CBS	5.7	6.2	6.1	5.7	1.5	4.2	
to	MBS	3.6	4.4	4.0	2.9	5.0	0.5	
7:00 P.M.	NBC	5.9	5.5	6.7	6.2	5.5	5.2	
Sets-In-Use		24.0	27.0	25.0	21.9	20.6	16.2	
Available Homes		80.8	83.8	84.8	81.3	72.5	65.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	11.0	12.7	13.3	11.7	2.6	3.4	5:00 P.M. to 5:30 P.M.
	CBS	12.8	13.9	14.2	13.0	17.1	3.5	
to	MBS	2.3	1.9	3.3	1.5	2.8	3.2	
8:30 P.M.	NBC	6.0	5.5	6.7	7.3	6.2	4.7	
Sets-In-Use		35.4	37.7	39.2	35.7	32.9	21.6	
Available Homes		80.5	78.2	85.3	81.3	85.2	77.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	4.0	4.3	4.4	4.6	1.7	2.0	4:00 P.M. to 4:30 P.M.
	CBS	7.4	7.8	8.8	7.9	6.7	2.7	
to	MBS	4.4	4.5	5.4	3.7	2.6	3.6	
7:30 P.M.	NBC	7.6	7.7	8.9	7.9	8.2	4.3	
Sets-In-Use		27.7	30.3	30.0	28.9	23.4	17.1	
Available Homes		81.7	82.3	86.8	83.5	78.6	68.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	13.3	15.4	14.8	13.8	9.8	4.6	5:30 P.M. to 6:00 P.M.
	CBS	7.6	7.8	9.8	6.0	11.7	4.4	
to	MBS	3.2	3.1	3.2	3.2	3.4	3.7	
9:00 P.M.	NBC	9.3	8.4	12.0	10.2	8.4	6.5	
Sets-In-Use		36.6	38.2	41.6	35.5	35.8	24.8	
Available Homes		79.9	78.1	82.8	79.6	82.2	80.7	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	11.6	14.0	11.0	12.3	12.3	2.8	6:00 P.M. to 6:30 P.M.
	CBS	8.1	8.0	10.9	5.1	10.6	7.6	
	MBS	3.5	3.1	4.0	2.7	4.5	4.4	
	NBC	14.2	11.8	16.4	17.0	15.1	14.9	
Sets-In-Use		40.0	39.6	43.4	39.8	44.4	34.3	
Available Homes		79.3	78.3	81.2	77.3	81.4	81.7	

New York Time	Net-Work	HOOPERATINGS					Pacific Time
		Over-All Averages	"Sectional" Hooperatings				
			East	North Central	South	Mountain	
10:30 P.M.	ABC	9.9†	10.3	8.6	11.3	10.6	7:30 P.M. to 8:00 P.M.
	CBS	9.8†	11.5	7.0	13.1	10.1	
	MBS	5.0†	5.9	2.3	4.7	7.6	
	NBC	6.5†	6.1	7.5	7.8	5.2	
Sets-In-Use		34.1†	35.6	28.2	38.4	38.8	
Available Homes		78.6†	80.5	78.7	75.0	76.4	

10:30 P.M.	ABC	10.1	10.6	10.1	11.2	11.2	6.1	6:30 P.M. to 7:00 P.M.
	CBS	10.2	10.0	12.4	8.6	11.2	9.4	
	MBS	5.6	5.9	6.0	4.4	2.8	6.5	
	NBC	9.9	9.2	11.3	10.9	8.1	9.3	
Sets-In-Use		38.8	38.5	42.0	38.5	36.0	35.8	
Available Homes		78.3	77.2	80.9	78.2	76.2	77.9	

11:00 P.M.	ABC					15.6	13.4	8:00 P.M. to 8:30 P.M.
	CBS					6.1	6.1	
	MBS					3.9	4.7	
	NBC					6.0	5.5	
Sets-In-Use						33.5	35.4	
Available Homes						73.3	75.0	

11:00 P.M.	ABC	10.3	10.4	10.7	9.5	13.2	9.9	7:00 P.M. to 7:30 P.M.
	CBS	8.1	6.9	10.6	6.1	9.9	10.3	
	MBS	3.8	3.7	3.9	2.3	3.9	6.2	
	NBC	10.8	10.9	13.3	11.2	6.5	6.4	
Sets-In-Use		35.9	35.0	40.3	32.1	37.5	36.9	
Available Homes		78.0	76.4	80.4	79.0	76.1	78.1	

11:30 P.M.	ABC					9.0	13.8	8:30 P.M. to 9:00 P.M.
	CBS					5.0	5.9	
	MBS					4.1	1.7	
	NBC					7.7	8.3	
Sets-In-Use						28.3	34.5	
Available Homes						73.9	74.2	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 P.M.	ABC						11.4	9:00 P.M. to 9:30 P.M.
	CBS						11.0	
	MBS						4.6	
12:30 A.M.	NBC						1.9	
Sets-In-Use							35.0	
Available Homes							75.5	

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

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 A.M.	ABC						7.8	9:30 P.M. to 10:00 P.M.
	CBS						4.6	
	MBS						1.7	
1:00 A.M.	NBC						7.0	
Sets-In-Use							26.4	
Available Homes							72.7	

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

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 A.M.	ABC						4.0	10:00 P.M. to 10:15 P.M.
	CBS						5.9	
	MBS						1.7	
1:15 A.M.	NBC						11.0	
Sets-In-Use							28.5	
Available Homes							74.3	

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



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

DAY TIME AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:30 A.M.	ABC	1.6†	1.6					
	CBS	1.7†	1.7					
	MBS	2.3†	2.3					
	NBC	2.6†	2.6					
Sets-In-Use		10.5†	10.5					
Available Homes		81.3†	81.3					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:30 A.M.	ABC	2.7†	2.5	3.1	2.7			
	CBS	3.0†	2.7	3.6	3.1			
	MBS	1.9†	1.9	2.1	2.0			
	NBC	3.2†	2.7	3.1	4.2			
Sets-In-Use		14.5†	14.0	14.2	16.0			
Available Homes		82.9†	82.3	85.5	81.3			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 A.M.	ABC	1.6†	1.6					
	CBS	1.8†	1.8					
	MBS	1.8†	1.8					
	NBC	2.7†	2.7					
Sets-In-Use		10.6†	10.6					
Available Homes		83.1†	83.1					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 A.M.	ABC	2.6†	2.4	2.8	2.9	††		
	CBS	2.5†	2.0	3.3	2.7			
	MBS	2.4†	2.2	3.4	1.9			
	NBC	4.3†	3.6	4.0	5.0			
Sets-In-Use		15.7†	14.9	17.1	17.3			
Available Homes		83.4†	83.2	87.0	82.4			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 A.M.	ABC	1.8†	1.6	2.1	2.2			
	CBS	2.9†	2.8	3.1	3.0			
	MBS	2.5†	2.4	2.9	2.2			
	NBC	3.0†	2.6	2.7	4.5			
Sets-In-Use		13.1†	12.5	12.6	15.1			
Available Homes		84.3†	84.6	85.3	82.6			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 A.M.	ABC	2.1†	2.0	2.6	2.0			
	CBS	2.6†	1.9	3.3	3.0			
	MBS	2.2†	2.1	3.2	1.5			
	NBC	6.0†	5.6	6.1	7.8			
Sets-In-Use		17.3†	17.2	17.9	16.7			
Available Homes		87.4†	81.4	84.4	78.9			



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

DAY TIME AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 A.M.	ABC	3.0	3.5	3.0	2.4	††	2.0	8:00 A.M. to 8:30 A.M.
	CBS	6.3	6.4	6.3	6.3		4.9	
	MBS	2.1	2.2	2.8	1.5		1.5	
	NBC	3.6	2.9	4.4	6.0		1.8	
Sets-In-Use		18.9	20.4	18.9	19.5		12.8	
Available Homes		80.6	81.0	82.3	78.3		81.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 P.M.	ABC	1.9	1.4	2.0	2.3	††	2.4	9:30 A.M. to 10:00 A.M.
	CBS	7.6	8.6	9.4	4.7		4.7	
	MBS	2.4	2.8	3.0	1.9		0.7	
	NBC	2.1	1.7	1.9	3.3		1.8	
Sets-In-Use		19.4	21.4	20.7	16.8		14.4	
Available Homes		79.5	80.4	81.4	75.5		79.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:30 P.M.	ABC	2.3	2.4	1.8	3.2		1.2	8:30 A.M. to 9:00 A.M.
	CBS	5.6	5.7	5.9	5.3		4.5	
	MBS	2.2	2.0	3.4	2.5		0.6	
	NBC	3.5	2.6	4.5	4.0		3.8	
Sets-In-Use		18.7	19.0	18.8	20.0		14.1	
Available Homes		80.0	80.2	82.3	76.6		81.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 P.M.	ABC	1.9	1.6	2.4	2.3		1.5	10:00 A.M. to 10:30 A.M.
	CBS	7.4	7.4	9.2	4.7		6.2	
	MBS	2.6	2.5	2.7	2.1		3.5	
	NBC	3.1	1.9	5.3	4.3		1.2	
Sets-In-Use		20.2	20.2	23.5	17.2		16.7	
Available Homes		78.0	78.9	80.5	73.9		77.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 NOON	ABC	1.9	2.0	1.5	2.3		1.6	9:00 A.M. to 9:30 A.M.
	CBS	8.1	8.9	9.0	6.2		6.3	
	MBS	2.1	2.2	2.3	2.4		0.6	
	NBC	3.4	3.4	2.8	5.1		1.6	
Sets-In-Use		20.7	23.5	19.5	20.7		13.1	
Available Homes		79.7	80.6	79.5	76.9		80.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:30 P.M.	ABC	2.5	2.5	2.5	3.0		1.2	10:30 A.M. to 11:00 A.M.
	CBS	6.6	6.8	7.6	5.1		4.8	
	MBS	1.9	1.6	2.6	2.2		1.2	
	NBC	2.5	1.6	4.2	2.5		2.2	
Sets-In-Use		18.7	18.9	21.6	17.3		14.4	
Available Homes		76.7	76.7	80.0	74.6		75.8	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

DAY TIME AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:00 P.M.	ABC	3.0	3.5	2.5	2.6	††	2.0	11:00 A.M. to 11:30 A.M.
	CBS	6.0	6.1	7.6	5.2		4.1	
	MBS	2.2	2.1	3.4	1.3		1.5	
	NBC	2.9	2.0	3.5	3.4		3.3	
Sets-In-Use		19.3	19.3	21.0	17.9		16.4	
Available Homes		75.5	74.6	80.6	74.9		70.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:30 P.M.	ABC	3.1	3.5	2.7	3.0	††	3.1	12:30 P.M. to 1:00 P.M.
	CBS	2.7	2.4	3.3	2.4		3.5	
	MBS	2.7	2.7	3.4	2.3		0.7	
	NBC	2.7	2.5	2.4	3.7		2.4	
Sets-In-Use		17.7	18.3	18.4	17.7		15.5	
Available Homes		74.5	74.2	77.8	72.6		72.6	

1:30 P.M.	ABC	3.4	4.7	1.8	2.8		2.4	11:30 A.M. to 12:00 NOON
	CBS	5.2	4.5	6.9	4.9		4.8	
	MBS	2.1	2.5	2.1	1.6		1.5	
	NBC	2.4	1.9	2.3	2.7		3.4	
Sets-In-Use		18.9	20.0	17.9	17.7		18.5	
Available Homes		74.7	73.9	77.8	74.2		72.5	

4:00 P.M.	ABC	3.5	3.8	3.1	2.8		4.0	1:00 P.M. to 1:30 P.M.
	CBS	2.4	2.0	2.8	3.2		2.1	
	MBS	2.9	2.9	3.7	2.1		1.5	
	NBC	3.5	2.9	3.5	4.3		4.2	
Sets-In-Use		18.7	19.0	20.0	17.6		17.2	
Available Homes		74.1	74.2	76.6	72.2		72.3	

4:30 P.M.	ABC	3.3	4.0	2.3	2.9		3.3	12:00 NOON to 12:30 P.M.
	CBS	3.4	2.9	3.5	3.6		4.5	
	MBS	2.9	2.8	3.6	2.3		2.1	
	NBC	2.5	2.0	2.1	4.3		2.7	
Sets-In-Use		18.5	19.2	17.9	17.0		17.9	
Available Homes		75.0	74.0	79.3	74.7		72.2	

5:00 P.M.	ABC	3.1	4.1	2.3	2.7		2.1	1:30 P.M. to 2:00 P.M.
	CBS	3.1	3.2	2.9	3.0		2.9	
	MBS	3.2	2.6	4.9	2.5		2.4	
	NBC	3.7	3.5	3.4	5.2		2.1	
Sets-In-Use		19.5	20.8	19.0	18.9		17.0	
Available Homes		74.7	77.0	76.9	72.1		68.5	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

DAY TIME-EVENING AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	3.2	3.9	3.1	2.5	††	1.9	2:00 P.M. to 2:30 P.M.
	CBS	3.3	3.7	3.1	3.8		1.4	
	MBS	3.9	2.7	5.5	2.2		5.2	
	NBC	3.0	2.5	3.4	3.3		3.6	
Sets-In-Use		19.8	20.4	20.4	17.8		19.0	
Available Homes		76.4	78.5	79.4	73.9		69.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	2.3	2.4	2.6	2.2	2.4	1.6	3:30 P.M. to 4:00 P.M.
	CBS	4.4	4.8	5.2	4.3	3.8	1.7	
	MBS	4.5	4.3	5.0	4.3	5.8	4.4	
	NBC	4.8	4.3	6.3	6.2	2.6	2.3	
Sets-In-Use		22.9	24.4	25.5	21.1	19.4	16.8	
Available Homes		79.7	80.8	82.8	79.7	75.7	71.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:30 P.M.	ABC	2.2	2.8	2.1	1.9		1.5	2:30 P.M. to 3:00 P.M.
	CBS	3.5	4.6	3.0	3.3		1.3	
	MBS	4.7	4.0	6.5	3.0		5.8	
	NBC	3.5	3.2	3.6	5.2		1.6	
Sets-In-Use		20.7	22.8	21.2	18.8		15.7	
Available Homes		77.5	80.5	80.0	74.8		68.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	3.3	3.6	3.1	4.0	4.0	1.2	4:00 P.M. to 4:30 P.M.
	CBS	6.3	6.2	8.7	5.8	5.8	3.0	
	MBS	4.7	4.7	6.0	3.5	7.6	3.0	
	NBC	5.7	5.6	6.4	7.1	4.5	2.3	
Sets-In-Use		25.8	27.4	28.6	23.6	25.5	18.1	
Available Homes		79.8	79.4	84.8	80.6	76.3	71.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	2.2	2.3	2.1	2.4	3.1	1.2	3:00 P.M. to 3:30 P.M.
	CBS	4.1	5.0	4.3	3.9	2.9	1.5	
	MBS	4.1	4.0	4.8	3.0	5.5	4.1	
	NBC	4.7	5.0	4.1	6.3	4.5	2.2	
Sets-In-Use		21.6	24.1	21.0	20.5	19.8	16.2	
Available Homes		77.7	79.1	82.4	76.8	72.9	67.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	4.5	5.7	4.2	5.0	2.2	1.2	4:30 P.M. to 5:00 P.M.
	CBS	6.2	6.3	8.7	6.1	3.0	2.0	
	MBS	3.6	3.3	5.4	2.7	7.1	1.6	
	NBC	9.1	9.2	10.5	11.0	6.5	3.9	
Sets-In-Use		28.2	30.6	32.6	27.3	23.6	14.7	
Available Homes		79.2	78.1	84.1	78.7	78.5	74.6	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	5.1	6.0	4.6	6.3	2.9	1.7	5:00 P.M. to 5:30 P.M.
	CBS	5.8	5.9	7.2	4.9	8.4	3.0	
	MBS	6.4	6.4	8.2	5.6	13.3	2.2	
	NBC	14.2	14.3	18.4	16.8	7.5	4.4	
Sets-In-Use		35.6	37.0	41.0	36.3	35.1	19.1	
Available Homes		78.6	76.6	82.1	79.3	85.0	75.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:30 P.M.	ABC	8.6	10.5	8.0	7.1	11.7	4.1	6:30 P.M. to 7:00 P.M.
	CBS	6.1	6.7	7.2	5.1	6.7	3.2	
	MBS	3.9	3.7	4.1	3.4	6.1	4.1	
	NBC	14.4	11.4	17.9	16.9	16.6	15.2	
Sets-In-Use		36.4	35.5	40.5	35.6	42.7	31.8	
Available Homes		75.3	73.5	76.1	76.5	79.9	77.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 P.M.	ABC	6.9	7.8	6.8	6.0	13.2	3.1	5:30 P.M. to 6:00 P.M.
	CBS	5.6	5.9	5.5	5.2	5.2	5.7	
	MBS	2.5	2.3	2.4	2.4	4.6	3.2	
	NBC	20.3	20.1	26.5	26.0	6.2	5.2	
Sets-In-Use		39.1	40.0	43.6	42.5	31.9	24.3	
Available Homes		77.0	74.4	79.8	78.2	79.0	78.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 P.M.	ABC	5.9	6.7	4.2	5.4	13.2	4.3	7:00 P.M. to 7:30 P.M.
	CBS	5.7	5.8	7.1	5.0	5.6	4.0	
	MBS	4.4	4.2	5.2	2.9	7.2	5.0	
	NBC	12.5	9.5	14.9	15.5	11.6	14.2	
Sets-In-Use		32.1	29.7	35.2	32.9	39.4	31.6	
Available Homes		73.8	71.8	74.9	75.3	77.8	75.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 P.M.	ABC	11.9	13.8	11.6	12.3	15.1	3.3	6:00 P.M. to 6:30 P.M.
	CBS	6.4	5.5	7.5	6.5	6.3	7.8	
	MBS	3.1	2.6	3.3	3.2	5.7	3.9	
	NBC	14.7	14.0	18.5	17.1	13.1	7.0	
Sets-In-Use		39.0	38.5	43.4	42.0	42.0	26.8	
Available Homes		76.1	73.6	78.3	77.5	80.8	77.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 P.M.	ABC	5.3†		5.2	3.5	6.1	8.2	7:30 P.M. to 8:00 P.M.
	CBS	6.3†		7.2	4.8	9.4	5.8	
	MBS	3.8†		5.2	2.0	5.5	3.0	
	NBC	13.8†		12.7	14.6	17.6	13.1	
Sets-In-Use		32.2†		32.8	28.6	40.7	33.6	
Available Homes		74.2†		74.9	74.4	74.3	72.4	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

EVENING AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
11:00 P.M. TO 11:30 P.M.	ABC				3.4	9.1	8:00 P.M. TO 8:30 P.M.	12:30 A.M. TO 1:00 A.M.	ABC					7.8	9:30 P.M. TO 10:00 P.M.		
	CBS				5.0	1.8			CBS					4.5			
	MBS				6.7	3.6			MBS					1.3			
	NBC				19.5	18.6			NBC					7.4			
Sets-In-Use					38.9	38.2	Sets-In-Use						24.6				
Available Homes					74.7	73.6	Available Homes						68.9				
11:30 P.M. TO 12:00 MID.	ABC				2.9	4.2	8:30 P.M. TO 9:00 P.M.	1:00 A.M. TO 1:15 A.M.	ABC					3.8	10:00 P.M. TO 10:15 P.M.		
	CBS				3.5	1.8			CBS					6.8			
	MBS				5.3	3.1			MBS					1.2			
	NBC				22.5	22.7			NBC					7.3			
Sets-In-Use					36.3	36.3	Sets-In-Use						23.4				
Available Homes					72.9	69.8	Available Homes						69.2				
12:00 MID. TO 12:30 A.M.	ABC					10.2	9:00 P.M. TO 9:30 P.M.		ABC								
	CBS					2.2			CBS								
	MBS					3.4			MBS								
	NBC					12.5			NBC								
Sets-In-Use						33.0	Sets-In-Use										
Available Homes						70.8	Available Homes										



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 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
ABBOTT AND COSTELLO (Co-op)	7.5	7.9	7.0	§§	§§	7.9	AUNT JENNY	7.2	7.8	7.7	§	7.2	4.3
ABE BURROWS (Program Broadcast Jan. 3 thru April)	5.5	5.1	8.4	5.4	§	2.0	BACKSTAGE WIFE	7.4	6.3	7.4	10.8	6.0	6.2
A DAY IN THE LIFE OF DENNIS DAY	13.3	13.0	13.9	13.4	§§	13.3	BANDWAGON	20.7	21.0	21.3	19.5	16.9	22.3
ADVENTURES OF ARCHIE ANDREWS	5.8	5.6	6.1	7.8	§	3.3	BAUKHAGE TALKING (Co-op)	3.0	4.4	§§	3.2	§§	2.3
ADVENTURES OF CHARLIE CHAN	5.9	5.5	6.0	6.5	5.5	7.0	BEHIND THE FRONT PAGE Listed as "Gabriel Heatter Show" Dec. thru Jan. 15	3.0	3.3	3.0	2.3	3.5	2.5
ADVENTURES OF CHRISTOPHER WELLS	6.1	6.5	6.8	5.6	8.1	3.3	BETTY CROCKER	4.2	3.7	4.3	4.8	§	4.5
ADVENTURES OF OZZIE AND HARRIET	10.7	10.6	12.9	8.6	11.2	10.5	BETTY CROCKER MAGAZINE OF THE AIR (Rebroadcast to Mt. and Pac. cancelled Jan. 7)	4.5	4.0	5.4	3.6	3.4	4.5
ADVENTURES OF SAM SPADE	11.5	10.7	10.3	11.3	10.3	17.6	BEULAH (Broadcast on DLBS in Pacific)	7.5	7.9	9.1	8.3	§	3.5
ALDRICH FAMILY	14.9	13.4	15.9	15.7	16.9	16.3	BIG SISTER	8.0	8.5	9.4	7.5	7.7	4.7
AMERICAN ALBUM OF FAMILIAR MUSIC	12.3	11.4	14.2	11.7	12.1	13.3	BIG STORY	11.7	8.8	13.5	15.2	§§	13.1
AMERICAN MELODY HOUR	7.6	7.7	8.4	6.2	11.0	§§	BIG TOWN	14.9	15.0	17.5	13.9	14.4	11.4
AMERICA'S TOWN MEETING OF THE AIR (Co-op)	5.3	5.0	4.2	§§	§§	7.0	BILL STERN	6.0 CH		8.4	8.7	§	6.5
AMOS 'N' ANDY	23.2	20.2	26.4	26.5	24.2	23.3	BILLY ROSE PITCHING HORSESHOES (T-T)	4.2	4.3	3.0	4.1	§	6.0
ARTHUR GAETH	2.6	2.8	2.4	§§	§	§	BILLY ROSE PITCHING HORSESHOES (MWF)	4.7	5.4	3.9	4.1	§	5.1
ARTHUR GODFREY	7.2	8.6	8.3	4.9	8.0	3.9	BING CROSBY SHOW	17.3	16.9	19.7	13.6	19.5	20.1
ARTHUR GODFREY'S TALENT SCOUTS	19.7	21.8	22.5	15.7	15.8	13.9	BLONDIE	11.3	10.0	13.8	10.0	12.5	12.7



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 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
BOB HAWK SHOW (Program Cancelled Feb. 19)	15.1	13.7	17.8	14.9	17.6	14.9	CAVALCADE OF AMERICA	9.7	9.3	10.2	10.7	11.3	8.2
BGB HOPE SHOW	24.0	19.6	28.0	25.2	26.9	30.1	CEDRIC FOSTER (Co-op)	2.6	3.5	2.6	2.3	§§	§§
BOXING BOUT (Program Broadcast 10:00-11:30 P.M. on Dec. 5. Rating based on 10:00-11:00 P.M. Portion of Broadcast Time only.) (Cancelled 10:00-10:22 P.M. on Dec. 19, Insufficient for Reporting on that Date.)	14.2	14.2	15.3	13.2	17.3	13.0	CHARLIE McCARTHY SHOW	23.2	22.1	26.3	21.7	21.6	24.1
BREAKFAST CLUB (Philco)	6.2	5.5	7.0	6.9	6.8	5.6	CHECKERBOARD JAMBOREE	2.9	§	§	2.8	§§	§§
BREAKFAST CLUB (Swift 9:30)	6.3	6.0	7.0	5.9	7.2	6.1	CLUB 15	8.6	9.2	9.7	9.0	5.9	5.2
BREAKFAST CLUB (Swift 9:15)	5.8	5.4	6.9	5.8	6.8	4.8	CLUB TIME	3.1	2.7	4.6	§	§	§
BREAKFAST CLUB (Toni Co.)	4.6	4.4	4.8	4.5	4.5	4.8	CONTENTED PROGRAM	8.2	7.4	10.0	8.3	7.8	7.9
BREAKFAST IN HOLLYWOOD (Kellogg)	6.1	5.4	6.7	5.3	7.5	8.7	COUNTY FAIR	6.4	6.9	6.8	5.1	§	4.8
BREAKFAST IN HOLLYWOOD (P & G)	5.3	4.5	5.5	5.1	7.6	7.6	CRIME PHOTOGRAPHER	12.3	11.7	15.0	12.6	16.5	8.8
BREAK THE BANK	12.7	14.0	11.0	12.3	12.3	11.4	CURTAIN TIME	9.3	9.4	11.7	11.8	6.5	3.9
BRIDE AND GROOM	5.1	4.7	5.9	6.0	5.6	3.4	DANNY THOMAS SHOW (Program Broadcast Jan. 2 thru April)	7.6	7.6	10.0	4.9	§	6.1
CAN YOU TOP THIS	9.4	8.4	12.0	10.2	7.7	8.3	DASHIELL HAMMETT'S "FAT MAN" (Rebroadcast to Mt. and Pac. Areas Cancelled Dec. 5 and Dec. 19)	12.4	12.7	13.3	11.7	§	10.4
CAPTAIN MIDNIGHT	3.3	3.0	4.3	3.2	5.2	2.5	DATE WITH JUDY	14.9	13.7	18.3	17.1	15.0	10.6
							DAVID HARDING-COUNTERSPY (Listed as "Counterspy" Dec. 1 thru Dec. 15)	8.7	9.6	8.6	7.5	8.6	7.7
							DAVID HARUM	4.2	4.4	4.7	2.2	2.6	§§
							DICK HAYMES SHOW	8.3	8.1	9.2	8.5	9.8	6.5
							DR. CHRISTIAN	10.3	10.0	12.6	9.1	12.9	7.6



§ Insufficient for Reporting

CH Computed Hooperating

§§ Not broadcast in Designated Area

"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 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
Ro. I. Q.	10.3	9.3	10.5	11.9	13.8	10.0	FISHING AND HUNTING CLUB OF THE AIR	2.3	2.4	2.5	§§	§§	§
DOROTHY FULDHEIM (Program Cancelled Jan.3)	1.5	2.1	§	§	§	§	FORD THEATRE	4.6	4.4	3.8	4.9	5.8	5.9
DOUBLE OR NOTHING	4.1	4.1	4.6	2.7	5.4	5.0	FRED ALLEN SHOW	24.5	24.3	26.8	21.9	25.2	25.1
LEW PEARSON	11.1	11.3	9.4	10.8	§	13.2	FRED WARING SHOW (T-T)	4.4	3.6	4.7	4.5	6.5	5.4
BOFFY'S TAVERN	17.9	18.7	19.8	17.8	12.8	13.9	FRED WARING SHOW (Fri.)	4.1	3.6	5.1	3.8	§	4.3
BODIE CANTOR SHOW	14.3 CH		16.8	13.1	16.5	18.2	FRED WARING SHOW (Mon.)	7.5 CH		9.2	7.4	9.8	8.0
BODIE HOWARD ORCHESTRA	8.6	7.3	10.0	10.0	10.9	8.2	FRONT PAGE FARRELL	5.7	6.0	5.3	6.7	5.3	4.9
BURWARD R. MURROW	7.4	8.0	8.3	7.4	7.1	3.8	FULTON LEWIS (Co-op)	4.7	5.4	4.3	4.0	4.6	4.0
ELECTRIC HOUR	5.4	6.1	6.0	4.2	5.2	3.4	GABRIEL HEATTER (M-W)	5.9	6.1	6.6	4.8	5.5	5.7
ERIC SEVAREID AND THE NEWS	4.4	4.5	4.8	3.9	3.5	§§	GABRIEL HEATTER (Fri.)	4.4	4.3	5.3	2.9	§	4.7
FRANK D. CANHAM (Listed as "Monitor Views on News" Dec. thru Feb.)	1.8	1.8	1.4	1.4	§	3.0	GABRIEL HEATTER (T-T)	5.8	5.4	6.8	5.9	6.9	5.0
FRANK AND ALBERT (Co-op)	4.3	5.9	§	§	§§	3.0	GALEN DRAKE	4.3	3.6	3.9	5.3	7.4	4.6
FAMILY HOUR	6.0	6.3	6.1	4.7	6.3	6.9	GANGBUSTERS (Sponsored by E.L. Waterman Dec. thru March 6. Sponsored by P & G & Co-op Mar. 13 and Apr.) (* Includes Second Broadcast (WCFL) in Chicago.)	12.8 *13.2	13.8	11.7 *13.6	12.5	§	10.1
GRAND JURY TRIALS (Includes second broadcast (WCFL) in Chicago)	7.9 *8.2	7.8	7.9 *9.0	5.9	13.2	8.9	GARDEN GATE (Program Broadcast Jan. 17 thru Apr.)	2.3	2.0	§	§	§	§
HENRIE BRICE SHOW	13.6	13.9	14.2	13.0	17.1	11.0							
HOWARD I. IN PEACE AND WAR	12.2	13.1	13.3	11.2	§	8.8							
HUBER MCGEE AND MOLLY	27.3	23.8	33.6	27.9	27.9	27.8							
HUNT NIGHTER	8.3 CH		10.4	§§	10.9	6.5							



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
	PROGRAM NAME	"National" Average	By Individual Areas					PROGRAM NAME	"National" Average	By Individual Areas			
East			North Central	South	Mountain	Pacific	East			North Central	South	Mountain	Pacific
THE HOUSE PARTY	5.0	5.5	5.4	3.9	4.9	4.5	HINT HINT (Armour & Co. 4:00-4:15 P.M. Armour Meats) (Program Broadcast Feb. thru Apr.)	4.9	5.5	5.4	4.3	§	3.1
THE AUBREY SHOW	5.7	5.5	6.4	7.3	5.3	2.7	HINT HINT (Armour & Co. 4:15-4:25 P.M. Chiffon Flakes) (Program Broadcast Feb. thru Apr.)	5.2	5.0	6.6	4.0	§§	§§
GEORGE BURNS AND GRACIE ALLEN	16.2	15.7	16.7	18.1	15.9	15.6	HOLLYWOOD HEADLINES (Program Broadcast Jan. 31 thru Apr.)	2.1	1.4	§	§	§	§
LIVE AND TAKE	5.8	5.9	6.8	5.2	§	4.8	HOLLYWOOD STAR PREVIEW	7.3	7.0	6.6	7.1	11.3	8.5
GRAND CENTRAL STATION	8.0	7.5	10.8	5.9	§	6.1	HOUSE OF MYSTERY (*Includes Second Broadcast (WUPO) in Cincinnati)	7.0	7.1	8.5	5.7	8.5	5.3
GRAND OLD OPPY	10.9 CH		12.8	14.8	17.6	13.1	H. V. KALTENBORN	8.6	8.9	7.7	9.9	§§	§§
GRAND SLAM	6.4	7.3	7.7	5.1	§	3.1	INFORMATION PLEASE (Co-op)	6.1	6.0	6.8	5.0	§	§
GREATEST STORY EVER TOLD	5.7	6.5	5.2	5.8	3.1	4.1	INNER SANCTUM	13.9	14.1	13.9	13.4	12.2	14.6
GREAT GILDERSLEEVE	15.6	14.0	17.9	16.4	17.7	15.7	INSIDE OF SPORTS	2.7	2.5	3.9	3.3	1.7	1.8
GREEN HORNET	8.6	10.4	7.9	8.5	3.7	5.1	JACK ARMSTRONG	4.2	3.9	5.1	3.4	4.8	4.7
GRUCHO MARX SHOW Listed as "You Bet Your Life" Dec. 1 thru Dec. 15)	9.9	10.7	10.4	7.0	§	10.2	JACK BENNY (*Includes Second Broadcast on Pac. Coast)	24.5	26.8	26.8	20.9	18.5	20.1
GUIDING LIGHT Program Cancelled Jan. 7)	5.7	5.8	6.8	5.0	5.4	4.7	JACK BERCH	3.6	3.5	3.3	4.0	4.7	3.4
HARVEST OF STARS	8.7	8.5	9.9	7.7	11.7	8.1	JACK CARSON WITH EVE ARDEN IN SEAL TEST VILLAGE STORE	15.1	14.3	17.3	14.8	§§	15.6
HEART'S DESIRE	2.8	2.8	3.2	2.8	4.2	1.8							
HENRY J. TAYLOR	3.0	3.2	3.3	2.6	3.9	2.1							
HENRY MORGAN Program Broadcast Feb. thru April)	7.2	9.2	5.1	4.2	§	9.4							
HERE'S TO YOU	3.4	3.6	3.2	3.1	§	3.0							
HIGHWAYS IN MELODY	6.2	5.5	6.7	7.2	§	§§							



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 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
JACK SMITH SHOW	9.2	9.4	11.8	8.8	8.4	6.7	LASSIE	2.4	1.9	2.9	2.6	§	2.4
JIM BACKUS SHOW	3.0	3.1	3.0	1.9	4.1	3.8	LET'S PRETEND	6.3	6.4	6.2	6.2	§	5.1
JIMMIE FIDLER (ABC)	6.3	5.7	5.0	6.9	§	9.3	LIFE CAN BE BEAUTIFUL	5.2	4.1	4.9	7.7	9.7	4.0
JIMMIE FIDLER (MBS)	4.7	5.0	4.2	§	§	3.0	LIFE OF RILEY	16.4	14.3	18.4	16.8	19.5	18.6
JIMMY DURANTE SHOW	13.3 CH		15.2	15.2	14.0	10.9	LIGHT OF THE WORLD	4.7	4.1	4.8	6.3	7.7	4.0
JOAN DAVIS SHOW (Co-op)	6.4	5.2	8.4	6.6	§§	§	LONE RANGER	11.0	12.5	11.2	9.7	8.4	7.8
JOHNS-MANVILLE NEWS	11.6	12.4	14.8	10.6	12.1	5.3	LORA LAWTON	3.3	3.1	3.2	4.6	3.6	2.1
JOYCE JORDAN, M.D.	4.8	4.7	4.2	5.5	7.4	4.2	LORENZO JONES	6.8	6.2	6.1	9.5	7.5	5.7
JUDY CANOVA SHOW Program Cancelled Apr. 17	14.7	11.3	19.0	17.7	17.0	16.5	LOWELL THOMAS	7.6	8.9	7.2	5.5	8.2	6.6
JUST FLAIN BILL	5.3	5.7	6.9	8.3	4.8	5.1	LUM AND ABNER	4.5	3.6	5.8	5.6	2.9	3.4
JUVENILE JURY	5.3	5.6	5.3	4.4	7.4	3.8	LUTHERAN HOUR	1.8	1.3	2.3	2.6	1.9	1.7
KATE SMITH SPEAKS (Co-op)	3.5	3.8	4.0	2.6	3.3	§§	MAN CALLED "X"	9.9	9.7	9.7	11.4	13.2	7.3
KATIE'S DAUGHTER	3.2	3.2	3.3	3.8	3.1	0.5	MANHATTAN MERRY-GO-ROUND	12.1	10.9	13.7	11.6	12.1	14.0
KAY KYSER	12.4	9.5	15.0	15.8	11.6	14.2	MA PERKINS (CBS)	9.2	8.3	9.2	7.0	8.7	6.6
KING COLE TRIO	4.0	3.7	3.6	6.0	§	§	MA PERKINS (NBC)	5.5	3.9	5.7	8.5	8.7	5.5
LADIES BE SEATED (Maker)	4.9	4.6	5.7	5.4	7.5	3.4	MARTIN BLOCK SHOW	1.7	1.8	1.7	1.5	§	0.7
LADIES BE SEATED (bnd)	4.6	4.4	5.1	4.8	7.3	3.0	MARY LEE TAYLOR	2.7	1.9	3.2	3.0	§	4.1
LAND OF THE LOST (Includes Second Broadcast (WCFL) in Chicago)	2.4 *2.5	2.4	2.1 *2.5	§	§	2.0	MAYOR OF THE TOWN	9.3	9.3	10.8	8.5	12.0	6.5
							MEET THE WEEKS	3.7	2.9	4.4	6.0	§	2.2
							METROPOLITAN AUDITIONS OF THE AIR (Program Broadcast Jan. 4 thru Apr.)	3.3	3.6	3.1	2.9	§	3.7



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 1948

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
	PROGRAM NAME	Over-All Average	By Individual Areas					Pacific	PROGRAM NAME	Over-All Average	By Individual Areas		
East			North Central	South	Mountain	East	North Central				South	Mountain	
MONDAY MORNING HEADLINES	8.0	9.0	7.1	7.2	§	6.9	OFFICIAL DETECTIVE (Program Broadcast Jan. 20 thru Apr.)	5.6	6.5	3.5	4.6	§	7.3
MR. AND MRS. NORTH	11.2	11.5	13.7	10.4	9.5	7.2	OLD GOLD SHOW	9.0	8.8	12.1	6.1	10.1	8.5
MR. DISTRICT ATTORNEY	19.0	18.2	21.5	19.8	21.8	15.0	ONE MAN'S FAMILY	8.6	6.5	9.7	9.8	14.1	10.8
MR. KEEN	12.1	13.6	15.1	9.7	9.9	6.3	OUR GAL SUNDAY	8.1	8.7	10.1	6.0	8.8	4.8
MURDER AND MR. MALONE (* Includes Second Broad- cast (WCFL) in Chicago) (Program Cancelled Apr. 17 Only.)	10.1 *10.6	11.1	7.5 *9.7	§§	12.3	9.8	PAUL WHITEMAN CLUB (National Biscuit)	2.8	2.8	3.2	2.6	3.0	2.4
MUSIC HALL	19.0	20.2	19.8	18.3	17.9	14.8	PAUL WHITEMAN CLUB (Nestle's)	2.8	2.7	3.2	2.2	4.7	2.8
MY FRIEND IRMA	19.4	18.1	23.6	17.0	25.7	17.9	PAUL WHITEMAN CLUB (R.J. Reynolds)	2.9	3.0	2.9	2.9	3.0	2.3
MYSTERY THEATRE (Program Cancelled Dec. 19)	11.2	11.2	13.5	11.5	§§	7.4	PAUL WHITEMAN CLUB (Wesson)	2.8	2.9	2.8	2.1	4.3	2.6
MY TRUE STORY (Rebroadcast to Mt. and Pac. Areas Cancelled Jan. 7)	6.3	6.1	6.9	6.7	4.6	6.2	PAUSE THAT REFRESHES ON THE AIR	5.9	6.1	7.0	4.9	7.4	4.3
NATIONAL FARM AND HOME HOUR	2.1	1.6	2.6	2.9	§	1.2	PEOPLE ARE FUNNY	14.2	11.8	16.4	17.0	15.1	14.9
NEW LOUELLA PARSON'S SHOW	12.0	13.6	9.5	12.0	§	12.0	PEPPER YOUNG'S FAMILY	6.2	5.0	6.1	9.4	6.9	5.9
NEWSCOPE	2.8	3.1	3.3	2.4	2.5	1.7	PERRY MASON	4.6	4.8	5.8	4.0	2.2	3.2
NEWS OF THE WORLD	7.6	6.6	8.4	8.9	5.9	8.9	PHILIP MORRIS NIGHT WITH HORACE HEIDT	12.4CH		15.8	12.6	12.9	14.4
NICK CARTER, MASTER DETECTIVE	9.2	10.4	9.9	7.2	9.7	6.6	POINT SUBLIME (Program Broadcast Feb. 2 thru Apr.)	4.3	4.2	4.1	§	§	5.3
							PORTIA FACES LIFE	7.0	6.8	6.5	8.5	6.6	6.4



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 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
PROFESSOR QUIZ	7.0	7.1	§§	5.8	§§	§§	SHADOW, THE (Co-op)	10.5	11.9	11.9	8.8	10.7	7.2
QUEEN FOR A DAY (Miles)	5.0	4.0	6.6	4.6	8.2	5.4	SHADOW, THE (Del.-Lack & West Coal Co.)	12.8	12.8	§§	§§	§§	§§
QUEEN FOR A DAY (Philip Morris)	5.0	3.5	7.1	§§	7.2	5.3	SHERIFF, THE	10.4	11.1	10.5	11.0	10.8	6.4
QUICK AS A FLASH	6.8	7.9	7.3	4.9	9.0	4.0	SHERLOCK HOLMES	5.0	5.8	4.9	4.0	8.4	2.6
QUIZ KIDS	8.0	7.3	7.8	8.3	12.1	9.3	SKY KING	4.1	3.8	4.6	4.2	4.8	3.8
RADIO THEATRE	25.8	27.7	28.3	22.0	26.6	19.5	SMILIN' ED McCONNELL	3.5	2.6	4.5	4.0	§	3.8
R.C.A. VICTOR SHOW	6.7	6.2	7.5	6.3	8.7	6.7	SPOTLIGHT REVUE	8.4 CH		11.6	7.4	13.1	10.3
READER'S DIGEST RADIO EDITION	10.5	10.3	13.4	9.5	§	7.3	STARS OVER HOLLYWOOD	8.6	8.9	10.6	§§	§	5.2
RED SKELTON	20.2 CH		24.8	20.7	28.2	26.1	STAR TIME WITH DOROTHY KILGALLEN	3.5	3.7	4.1	2.6	§	§
RIGHT TO HAPPINESS	7.1	5.5	7.0	11.4	5.0	7.1	STELLA DALLAS	7.5	6.1	7.2	10.9	8.5	7.3
ROAD OF LIFE	5.1	5.0	4.6	5.6	7.3	4.6	STORY OF HOLLY SLOAN	4.4	3.7	4.1	5.8	7.8	3.9
ROMANCE OF HELEN TRENT	7.7	9.1	8.9	5.2	6.5	4.0	STRANGE ROMANCE OF EVELYN WINTERS	3.4	3.3	4.5	2.9	1.1	§§
ROSEMARY	6.8	7.5	8.4	5.4	4.4	3.6	STRIKE IT RICH	8.4 CH		8.5	10.0	9.9	8.4
ROSE OF MY DREAMS	3.8	3.9	4.5	3.1	2.1	3.5	SUPPER CLUB	9.3	8.7	11.7	8.0	11.3	10.1
SAMUEL B. PETTENGILL	2.3	2.1	2.6	2.9	§	1.7	TAKE IT OR LEAVE IT	15.9	14.2	18.2	16.3	17.2	16.5
SATURDAY NIGHT SERENADE	5.7	6.0	6.4	5.1	5.6	4.0	TALES OF WILLIE PIPER	5.1	4.7	4.8	5.0	4.7	7.1
GREEN GUILD PLAYERS	15.9 CH		18.2	17.0	25.5	18.3	TED MALONE	4.2	3.7	4.0	4.9	5.6	5.1
SECOND MRS. BURTON (Program Cancelled Jan.7)	4.9	4.7	6.3	§§	2.6	3.5	TELEPHONE HOUR	8.6	8.2	8.7	8.3	12.8	9.0
SHADOW, THE (Del.-Lack. & West Coal Co. Co-op)	11.4	12.6	11.9	8.8	10.7	7.2	TERRY AND THE PIRATES	3.4	2.9	4.3	2.7	3.3	4.3
							TEXACO STAR THEATRE (Program Broadcast Jan.2 thru Apr.)	5.7 CH		6.8	5.6	5.5	4.6



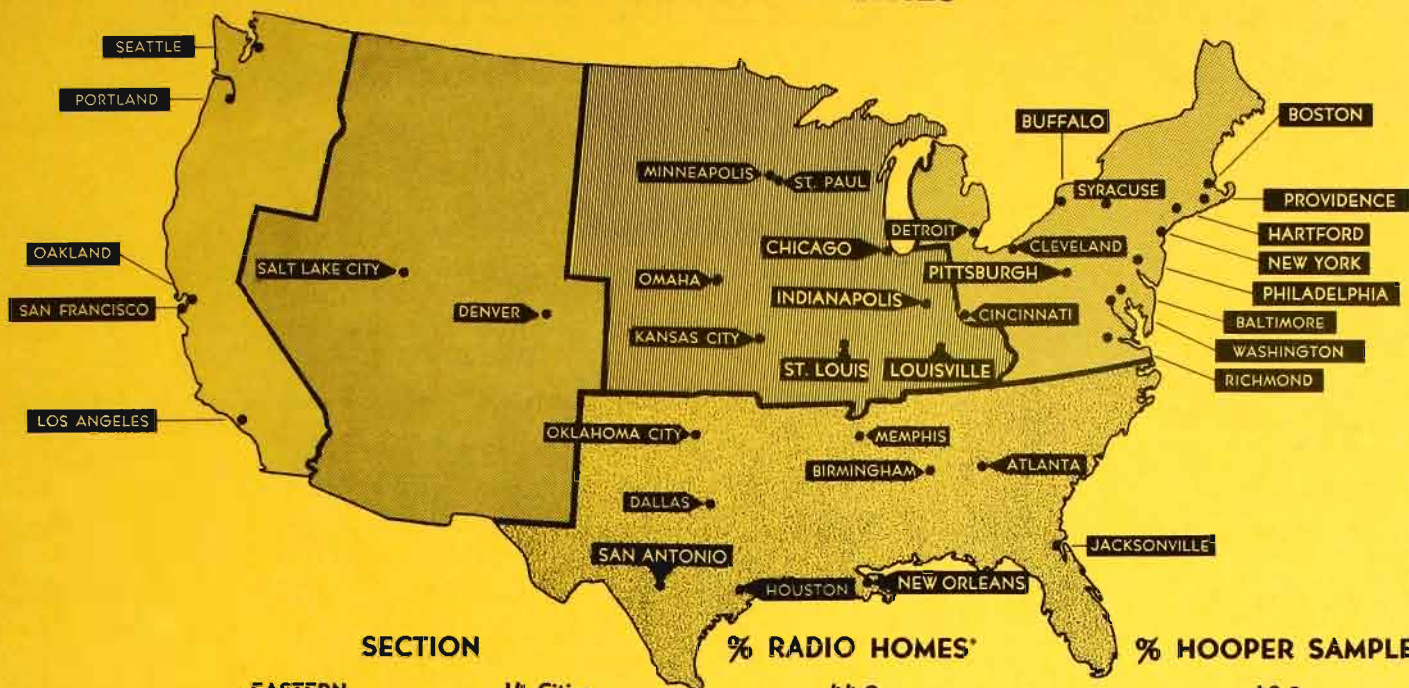
"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1947 THRU APRIL, 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
THEATRE GUILD OF THE AIR	12.1	12.8	11.3	10.8	11.7	13.1	WALTZ TIME	10.0	9.2	11.3	11.4	8.1	9.3
THEATRE OF TODAY	8.1	8.9	9.0	6.2	§	6.3	WELCOME TRAVELERS	5.1	4.3	5.8	4.9	6.2	6.2
THE LISTENING POST (Rebroadcast to Pac. Area cancelled Jan. 7)	3.7	3.8	3.7	3.0	§	3.1	WENDY WARREN AND THE NEWS	4.8	5.7	5.6	2.9	4.6	3.6
THIS IS NORA DRAKE	3.2	3.2	2.8	4.2	3.8	3.0	WE, THE PEOPLE	10.5	11.5	11.1	7.9	§	§§
THIS IS YOUR F.B.I.	14.5	15.4	14.8	13.8	9.0	13.8	WHEN A GIRL MARRIES	7.6	7.2	6.7	10.6	7.5	5.9
THOSE WEBSTERS	7.3	8.3	7.6	5.9	6.7	5.8	WHISTLER, THE	6.3	5.6	6.9	§§	§	§§
THREE STAR EXTRA	5.6	5.6	§§	§	§§	§§	WILLIAM L. SHIRER (Program Broadcast Jan. 4 thru Apr.)	3.5	4.0	3.2	3.6	§	2.6
TODAY'S CHILDREN (Program Cancelled Jan. 7)	4.1	3.1	4.3	5.4	6.4	4.6	WOMAN IN WHITE	4.8	3.9	5.0	5.9	6.8	5.1
TOM MIX	3.7	3.1	4.7	3.6	5.4	3.7	WORLD FRONT	3.7	5.0	3.2	4.1	§	§§
TRUE DETECTIVE MYSTERIES	9.1	9.6	9.7	8.0	13.4	6.3	YOUNG DR. MALONE (Program Cancelled Jan. 7)	6.5	6.8	7.1	6.2	6.1	4.8
TRUE OR FALSE (Program Broadcast Feb. 7 thru Apr.)	4.2	3.9	3.8	4.6	§	§	YOUNG WIDDER BROWN	6.8	6.2	6.5	9.4	5.5	6.2
TRUTH OR CONSEQUENCES	23.0	20.1	26.4	26.3	22.5	22.7	YOUR HIT PARADE (Program Cancelled Feb. 7)	16.2	15.1	19.5	17.8	13.4	12.7
TWENTY QUESTIONS	7.4	6.4	8.2	5.6	13.3	11.1							
VAUGHN MONROE SHOW	6.4	6.7	7.5	5.3	7.1	4.5							
VICTOR H. LINDLAHR	1.8	1.8	1.9	§§	2.7	1.4							
VOICE OF FIRESTONE	8.7	9.3	9.4	8.7	8.5	5.4							
VOX POP	6.0	5.8	6.7	5.0	7.4	6.9							
WALTER WINCHELL (* Includes Second Broadcast DLBS on Pac. Coast)	21.7 *23.7	23.8	18.7	24.5	§	16.7 *25.2							



THE 36 HOOPER SURVEY CITIES



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

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

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

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



**BROADCAST
AUDIENCE
MEASUREMENTS**
CONTINUOUSLY BY
COINCIDENTAL
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C. E. HOOPER, INC.

BROADCAST AUDIENCE MEASUREMENTS
NEW YORK

Chicago

Norwalk

Hollywood

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1948
SUMMER

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This Report is furnished on request under a continuing subscription and with the understanding that use of it will conform strictly with "Your Code of Practice" set forth herein. The Report is based on responses obtained by field investigators who are trained to interview respondents in the manner set forth in the Field Manual for Hooper Radio 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	0.8
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	
9:00-10:00 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	
10:00-10:30 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)						
6:00-7:00 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	
7:00-8:00 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	
8:00-9:00 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	
9:00-10:00 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	
10:00-10:30 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.	ABC	2.8	2.7	3.6	3.5	1.3	1.3	10:30 A.M.	
	CBS	2.9	3.2	2.2	3.7	5.0	1.1	to	CBS	2.6	2.4	2.4	3.8	2.7	1.7	to	
	MBS	1.5	1.5	1.7	1.6	1.3	1.1	9:30 A.M.	MBS	1.9	2.2	1.8	1.6	3.6	1.2	11:00 A.M.	
	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.
	CBS	2.6	2.8	1.3	3.6	3.8	2.2	to
	MBS	1.7	1.9	1.5	1.6	0.8	2.0	10:00 A.M.
	NBC	2.8	3.1	2.5	3.5	3.6	1.3	
Sets-In-Use		14.9	16.9	12.2	15.6	12.1	12.6	
Available Homes		73.1	70.9	74.2	73.1	74.5	78.3	

2:00 P.M.	ABC	3.2	2.8	4.8	3.6	1.1	2.1	11:00 A.M.
to	CBS	2.2	1.8	2.1	3.1	3.4	1.7	to
2:30	MBS	2.2	2.4	1.9	2.0	2.1	2.3	11:30 A.M.
	NBC	3.1	2.4	3.8	3.7	4.8	3.2	
Sets-In-Use		19.3	21.5	19.2	17.7	13.9	15.5	
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.
	CBS	2.9	3.0	2.7	3.0	3.7	2.1	to
	MBS	2.1	2.1	2.2	1.8	1.2	2.7	10:30 A.M.
	NBC	3.0	3.1	2.5	3.8	2.5	2.8	
Sets-In-Use		16.2	17.5	15.3	16.5	12.4	14.1	
Available Homes		73.6	70.8	75.4	75.0	72.7	78.0	

2:30 P.M.	ABC	2.9	2.9	3.8	3.3	0.7	1.6	11:30 A.M.
to	CBS	2.1	1.4	2.6	3.2	3.8	1.5	to
3:00	MBS	2.0	2.1	1.5	2.0	2.7	2.5	12:00 NOON
	NBC	4.1	3.0	4.2	4.6	8.4	5.8	
Sets-In-Use		20.6	22.6	20.4	18.6	17.7	18.2	
Available Homes		69.5	64.0	75.4	73.0	73.2	71.2	



"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	
	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	
	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	

8:00 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	
	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	
	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	
	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	
	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	10:30 P.M.	ABC	2.8†	2.5†	2.2	3.2	3.0	4.7	7:30 P.M.
	CBS	5.1	5.5	5.6	5.3	3.9	3.0				CBS	4.0†	3.8†	4.7	3.8	4.1	3.9	
to	MBS	2.3	2.1	2.2	2.3	2.1	3.2				MBS	1.8†	1.2†	2.6	1.5	2.1	2.8	
9:30 P.M.	NBC	6.4	6.5	7.7	5.4	6.9	5.0				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.	ABC	6.2	6.6	5.1	5.4	5.4	8.5	6:30 P.M.
	CBS	7.2	8.2	7.8	5.1	3.5	6.6	
to	MBS	1.8	1.7	2.0	2.0	1.7	1.6	
10:00 P.M.	NBC	7.2	6.6	7.8	7.4	9.5	7.2	
Sets-In-Use		24.8	26.0	24.0	22.2	21.2	27.7	
Available Homes		66.7	67.0	67.4	68.3	62.4	63.4	

11:00 P.M.	ABC						9.0	6.9	8:00 P.M.
	CBS						3.6	6.1	
to	MBS						3.1	8.1	
11:30 P.M.	NBC						7.5	5.5	
Sets-In-Use							25.5	30.7	
Available Homes							68.4	63.3	

10:00 P.M.	ABC	4.5	4.9	3.8	4.2	5.1	5.1	7:00 P.M.
	CBS	4.3	4.6	4.8	3.4	3.1	4.1	
to	MBS	1.8	1.5	2.6	1.4	1.6	2.2	
10:30 P.M.	NBC	11.8	11.1	13.6	11.2	10.3	12.0	
Sets-In-Use		25.1	25.5	26.5	22.3	21.9	26.8	
Available Homes		68.6	68.3	71.4	70.7	59.8	64.1	

11:30 P.M.	ABC						2.1	4.0	8:30 P.M.
	CBS						4.1	11.7	
to	MBS						3.8	5.7	
12:00 Mid.	NBC						4.3	6.4	
Sets-In-Use							16.8	31.3	
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.	to	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.	to	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.	to	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.	to	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	12:30 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	1:15 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	1:45 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	2:00 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		2:15 P.M.
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		3:00 P.M.
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		2:30 P.M.
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		3:15 P.M.
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		2:45 P.M.
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		3:30 P.M.
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

WESTERN 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
4:45 P.M.	MBS	2.6	3.7	2.3	1.6	2.9	0.6	3:45 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	

3:45 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
4:00 P.M.	MBS	2.2	2.6	2.3	1.9	2.3	0.8	4:00 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.
	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	
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	
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	

7:15 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	
7:45 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	
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	

10:15 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	
10:30 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	
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		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		
7:00 P.M. to 7:30 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		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		
7:30 P.M. to 8:00 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		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	

WESTERN NETWORK TIME	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
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	

EASTERN NETWORK TIME	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
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	

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	2.3	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	

EASTERN NETWORK TIME	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
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

EASTERN NETWORK TIME	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	2.2	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
9:30 P.M.	MBS	2.6	3.8	2.3	1.5	2.6	0.5	4:30 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	5:30 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	4:30 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	6:30 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	2.3	2.3	1.8	1.6	5.3	2.9	3:00 P.M.
	CBS	3.0	3.0	3.8	2.5	2.9	2.2	
	MBS	2.2	2.8	1.9	2.1	2.9	0.4	
	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	
8:00 P.M.	ABC	6.0	6.9	7.3	5.8	2.4	1.9	4:30 P.M.
	CBS	4.0	4.3	4.9	4.0	3.8	1.5	
	MBS	2.2	2.3	2.3	1.7	2.6	2.1	
	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	
8:30 P.M.	ABC	2.2	2.2	2.2	2.1	2.4	2.1	3:30 P.M.
	CBS	4.1	4.4	5.3	3.3	1.7	2.9	
	MBS	2.4	2.8	2.7	1.6	3.2	1.1	
	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	
8:30 P.M.	ABC	8.1	9.3	9.1	9.0	1.8	2.2	5:00 P.M.
	CBS	4.8	5.1	5.2	4.4	7.7	2.2	
	MBS	1.6	1.4	1.9	1.4	2.6	1.9	
	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	
8:30 P.M.	ABC	2.3	2.2	2.6	2.8	1.9	1.3	4:00 P.M.
	CBS	4.5	5.0	4.8	4.6	4.5	2.1	
	MBS	3.0	3.4	3.1	2.4	1.7	2.6	
	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	
9:00 P.M.	ABC	8.9	10.1	9.6	10.3	4.5	3.0	5:30 P.M.
	CBS	3.6	4.0	3.7	3.4	3.9	2.6	
	MBS	2.4	2.7	2.2	2.8	1.8	1.7	
	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	



"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	
	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	6:30 P.M.
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	
	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	8:00 P.M.
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	
	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	7:00 P.M.
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	
	NBC					4.3	4.8	
Sets-In-Use						23.4	27.2	8:30 P.M.
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	
	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	7:30 P.M.
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	
	NBC					3.0	4.2	
Sets-In-Use						22.1	30.2	9:00 P.M.
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		Mountain	Pacific			
9:00 P.M.	ABC					10.4	9:00 P.M. to 9:30 P.M.	ABC						9:00 P.M. to 9:30 P.M.	ABC					
	CBS					4.3		CBS							CBS					
	MBS					3.5		MBS							MBS					
	NBC					2.4		NBC							NBC					
Sets-In-Use						32.3	Sets-In-Use							Sets-In-Use						
Available Homes						70.4	Available Homes							Available Homes						
9:30 P.M.	ABC					7.0	9:30 P.M. to 10:00 P.M.	ABC						9:30 P.M. to 10:00 P.M.	ABC					
	CBS					3.8		CBS							CBS					
	MBS					2.2		MBS							MBS					
	NBC					4.4		NBC							NBC					
Sets-In-Use						30.3	Sets-In-Use							Sets-In-Use						
Available Homes						73.6	Available Homes							Available Homes						
10:00 P.M.	ABC					2.9	10:00 P.M. to 10:15 P.M.	ABC						10:00 P.M. to 10:15 P.M.	ABC					
	CBS					3.4		CBS							CBS					
	MBS					2.3		MBS							MBS					
	NBC					4.6		NBC							NBC					
Sets-In-Use						26.3	Sets-In-Use							Sets-In-Use						
Available Homes						71.3	Available Homes							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	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	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			1:00 P.M.	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 P.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	10:00 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			1:30 P.M.	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 P.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			2:00 P.M.	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	
12:00 P.M.	ABC				3.6	6.2	8:00 P.M.	12:30 A.M.	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		Sets-In-Use						25.2			
Available Homes					67.9	66.8		Available Homes						65.3			
1:00 P.M.	ABC				2.6	6.4	8:30 P.M.	1:00 A.M.	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		Sets-In-Use						24.5			
Available Homes					66.4	66.4		Available Homes						62.2			
1:30 P.M.	ABC					9.2	9:00 P.M.	1:30 A.M.	ABC						10:15 P.M.		
	CBS					2.9				CBS							
	MBS					2.3				MBS							
	NBC					8.8				NBC							
Sets-In-Use						30.3		Sets-In-Use									
Available Homes						66.0		Available Homes									



"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	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
OUNTY 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	§	§§	§
IME 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
RTAIN 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					
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



"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
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							
F FACES OF 1948 (Program broadcast June 7 thru Sept.)	4.1	3.5	3.7	5.2	§	5.3							
W LOUELLA PARSONS SHOW	7.9	8.9	6.4	7.8	§	7.9							



† Excluding Eastern area interviewing May 15-21st.

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"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 (last 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							
ODY 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	§§	§	§§							



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THE 36 HOOPER SURVEY CITIES



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

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

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

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



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

