

HOOPER SPECIAL REPORT

SPECIAL RADIO HOOPERATINGS REPORT

AUDIENCE COMPOSITION

NEW YORK, N.Y.

SEPTEMBER THRU DECEMBER, 1966



C. E. HOOPER, INC.

BROADCAST AUDIENCE MEASUREMENTS

NEW YORK

WILTON

I N T R O D U C T I O N

The purpose of this Report is to determine the age and sex of the radio listening audience on a coincidental basis, and also to determine the station to which they are listening.

The interviewing was conducted during the weeks of:

September 6-12, October 15-21, November 1-7 and December 1-7, 1966

The following areas were surveyed in proportion to population:

Bronx	Queens	Essex	Nassau
Kings	Richmond	Hudson	Westchester
New York	Bergen	Union	Passaic

The Code of Practice governing the use of "RADIO HOOPERATINGS" applies to this "SPECIAL RADIO HOOPERATINGS REPORT."



SPECIAL RADIO HOOPERATINGS REPORT

IN-HOME AUDIENCE ONLY

NEW YORK, N.Y.

SEPTEMBER THRU DECEMBER, 1966

STATION AUDIENCE BY AGE

	<u>WABC</u>	<u>WCBS</u>	<u>WHN</u>	<u>WINS</u>	<u>WMCA</u>	<u>WNBC</u>	<u>WNEW</u>	<u>WOR</u>	<u>WPAT</u>	<u>WQXR</u>	<u>OTHER AM-FM</u>
	<u>Monday thru Friday 3:00 P.M. - 6:00 P.M.</u>										
<u>12 - 17</u>	55.7	22.2	14.8	3.3	40.7	4.8	21.4	//	9.7	//	14.8
<u>18 - 24</u>	18.0	11.1	7.4	13.3	15.3	//	2.4	8.7	6.5	//	12.5
<u>25 - 34</u>	4.9	5.6	7.4	20.0	//	9.5	16.7	13.0	16.1	40.0	16.4
<u>35 - 49</u>	3.3	38.9	25.9	23.3	20.3	28.6	23.8	23.9	32.3	20.0	25.0
<u>50 - 64</u>	6.6	11.1	29.6	20.0	15.3	47.6	23.8	39.1	22.6	20.0	8.6

// LESS THAN 0.1



SPECIAL RADIO HOOPERATINGS REPORT

IN-HOME AUDIENCE ONLY

NEW YORK, N.Y.

SEPTEMBER THRU DECEMBER, 1966

STATION AUDIENCE BY SEX

Monday thru Friday Daytime 7:00 A.M. - 6:00 P.M.

	WABC		WCBS		WHN		WINS		WMCA		WNBC	
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
<u>12 - 17</u>	38.2	39.3	2.9	9.1	10.7	7.1	4.9	7.8	32.8	29.6	3.6	1.1
<u>18 - 24</u>	30.9	20.7	11.8	5.5	7.1	5.7	7.3	9.8	25.9	24.0	3.6	5.4
<u>25 - 34</u>	4.4	7.4	23.5	11.8	14.3	18.6	13.4	15.7	10.3	12.0	10.7	19.6
<u>35 - 49</u>	14.7	19.3	26.5	37.3	35.7	48.6	26.8	33.3	17.2	28.0	35.7	40.2
<u>50 - 64</u>	5.9	12.6	8.8	23.6	25.0	14.3	35.4	24.5	13.8	5.6	28.6	23.9
AVERAGE LISTENERS PER HOME	1.58		1.45		1.43		1.47		1.61		1.45	



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STATION AUDIENCE BY SEX

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	<u>WNEW</u>		<u>WOR</u>		<u>WPAT</u>		<u>WQXR</u>		<u>OTHER AM-FM</u>	
	<u>MALE</u>	<u>FEMALE</u>	<u>MALE</u>	<u>FEMALE</u>	<u>MALE</u>	<u>FEMALE</u>	<u>MALE</u>	<u>FEMALE</u>	<u>MALE</u>	<u>FEMALE</u>
<u>12 - 17</u>	11.3	4.4	7.4	2.0	11.1	3.9	5.3	2.7	18.5	9.8
<u>18 - 24</u>	12.7	13.2	2.9	5.0	7.4	7.8	5.3	13.5	17.7	13.3
<u>25 - 34</u>	16.9	24.3	8.8	7.9	7.4	11.8	21.1	18.9	17.7	20.7
<u>35 - 49</u>	40.8	41.9	29.4	35.6	25.9	35.3	21.1	18.9	21.5	34.4
<u>50 - 64</u>	15.5	14.7	30.9	33.7	29.6	33.3	31.6	35.1	11.5	16.1
AVERAGE LISTENERS PER HOME	1.58		1.36		1.54		1.24		1.53	



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	<u>WNEW</u>		<u>WOR</u>		<u>WPAT</u>		<u>WQXR</u>		<u>OTHER AM-FM</u>	
	<u>MALE</u>	<u>FEMALE</u>	<u>MALE</u>	<u>FEMALE</u>	<u>MALE</u>	<u>FEMALE</u>	<u>MALE</u>	<u>FEMALE</u>	<u>MALE</u>	<u>FEMALE</u>
<u>12 - 17</u>	11.3	4.4	7.4	2.0	11.1	3.9	5.3	2.7	18.5	9.8
<u>18 - 24</u>	12.7	13.2	2.9	5.0	7.4	7.8	5.3	13.5	17.7	13.3
<u>25 - 34</u>	16.9	24.3	8.8	7.9	7.4	11.8	21.1	18.9	17.7	20.7
<u>35 - 49</u>	40.8	41.9	29.4	35.6	25.9	35.3	21.1	18.9	21.5	34.4
<u>50 - 64</u>	15.5	14.7	30.9	33.7	29.6	33.3	31.6	35.1	11.5	16.1
 AVERAGE LISTENERS PER HOME	1.58		1.36		1.54		1.24		1.53	



SPECIAL RADIO HOOPERATINGS REPORT
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 NEW YORK, N.Y.

SEPTEMBER THRU DECEMBER, 1966

Monday thru Friday 7:00 A.M. -10:00 A.M.

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<u>HOMES USING RADIO *</u>		<u>WABC</u>	<u>WCBS</u>	<u>WHN</u>	<u>WINS</u>	<u>WMCA</u>	<u>WNBC</u>	<u>WNEW</u>	<u>WOR</u>	<u>WPAT</u>	<u>WQXR</u>	<u>OTHER AM-FM</u>
17.2	SHARE OF AUDIENCE **	11.5	8.0	5.0	9.9	10.2	7.4	9.5	17.6	3.0	2.8	15.3
<u>AGE OF LISTENING AUDIENCE</u>		<u>PERCENTAGE OF RADIO AUDIENCE LISTENING</u>										
12 - 17	10.1	35.9	7.6	2.2	7.6	18.5	1.1	5.4	7.6	1.1	2.2	10.9
18 - 24	12.0	29.1	6.4	0.9	7.3	16.4	2.7	10.0	2.7	3.6	2.7	18.2
25 - 34	14.5	4.5	11.3	6.8	9.8	13.5	9.0	16.5	7.5	1.5	4.5	15.1
35 - 49	29.7	9.2	7.7	6.6	11.0	5.9	9.6	14.0	16.5	1.8	1.8	15.8
50 - 64	17.0	6.4	7.1	1.9	17.3	2.6	4.5	7.1	30.8	6.4	4.5	11.5

* BASE: TOTAL HOMES CALLED

** BASE: TOTAL RADIO STATION IDENTIFICATIONS



SPECIAL RADIO HOOPERATINGS REPORT

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NEW YORK, N.Y.

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Monday thru Friday 10:00 A.M. - 3:00 P.M.

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<u>HOMES</u> <u>USING RADIO *</u>		<u>WABC</u>	<u>WCBS</u>	<u>WHN</u>	<u>WINS</u>	<u>WMCA</u>	<u>WNBC</u>	<u>WNEW</u>	<u>WOR</u>	<u>WPAT</u>	<u>WQXR</u>	<u>OTHER</u> <u>AM-FM</u>
9.7	SHARE OF AUDIENCE **	7.2	7.7	6.1	7.8	9.0	6.4	11.0	13.2	3.3	3.5	24.7
<u>AGE OF LISTENING</u> <u>AUDIENCE</u>		<u>PERCENTAGE OF RADIO AUDIENCE LISTENING</u>										
12 - 17	7.6	20.3	//	3.4	6.8	25.4	//	//	3.4	1.7	//	39.2
18 - 24	10.7	7.2	1.2	3.6	4.8	21.7	3.6	18.1	6.0	//	3.6	30.1
25 - 34	12.9	4.0	5.0	6.0	8.0	3.0	7.0	16.0	6.0	1.0	3.0	41.0
35 - 49	30.9	3.8	9.2	7.9	7.9	7.1	6.3	15.9	15.1	4.2	2.1	20.5
50 - 64	19.3	4.7	10.7	4.0	14.1	1.3	8.7	6.7	15.4	5.4	7.4	21.6

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Monday thru Friday 3:00 P.M. - 6:00 P.M.

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<u>HOMES USING RADIO *</u>		<u>WABC</u>	<u>WCBS</u>	<u>WHN</u>	<u>WINS</u>	<u>WMCA</u>	<u>WNBC</u>	<u>WNEW</u>	<u>WOR</u>	<u>WPAT</u>	<u>WQXR</u>	<u>OTHER AM-FM</u>
8.7	SHARE OF AUDIENCE **	13.1	3.7	5.2	8.5	11.9	4.6	7.8	14.8	5.0	2.0	23.5

<u>AGE OF LISTENING AUDIENCE</u>		<u>PERCENTAGE OF RADIO AUDIENCE LISTENING</u>										
12 - 17	21.2	34.3	4.0	4.0	1.0	24.2	1.0	9.1	<i>ff</i>	3.0	<i>ff</i>	19.2
18 - 24	10.9	21.6	3.9	3.9	7.8	17.6	<i>ff</i>	2.0	7.8	3.9	<i>ff</i>	31.4
25 - 34	11.8	5.5	1.8	3.6	10.9	<i>ff</i>	3.6	12.7	10.9	9.1	3.6	38.2
35 - 49	22.4	1.9	6.7	6.7	6.7	11.4	5.7	9.5	10.5	9.5	1.0	30.6
50 - 64	18.4	4.7	2.3	9.3	7.0	10.5	11.6	11.6	20.9	8.1	1.2	12.8

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Sunday Daytime 10:00 A.M. - 6:00 P.M.

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<u>HOMES USING RADIO *</u>		<u>WABC</u>	<u>WCBS</u>	<u>WHN</u>	<u>WINS</u>	<u>WMCA</u>	<u>WNBC</u>	<u>WNEW</u>	<u>WOR</u>	<u>WPAT</u>	<u>WQXR</u>	<u>OTHER AM-FM</u>
12.3	SHARE OF AUDIENCE **	10.5	4.2	2.6	6.9	13.7	3.4	17.1	8.1	5.8	3.2	24.4
<u>AGE OF LISTENING AUDIENCE</u>		<u>PERCENTAGE OF RADIO AUDIENCE LISTENING</u>										
12 - 17	15.1	21.3	//	1.6	4.9	36.1	//	9.8	//	4.9	//	21.3
18 - 24	14.1	22.8	3.5	3.5	7.0	19.3	//	8.8	//	7.0	3.5	24.6
25 - 34	15.1	3.3	4.9	3.3	11.5	9.8	3.3	24.6	3.3	6.6	3.3	26.2
35 - 49	23.8	4.2	//	//	4.2	11.5	1.0	18.8	15.6	7.3	3.1	34.4
50 - 64	18.3	5.4	6.8	2.7	16.2	6.8	1.4	14.9	5.4	10.8	//	29.7

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<u>HOMES USING RADIO *</u>		<u>WABC</u>	<u>WCBS</u>	<u>WHN</u>	<u>WINS</u>	<u>WMCA</u>	<u>WNBC</u>	<u>WNEW</u>	<u>WOR</u>	<u>WPAT</u>	<u>WQXR</u>	<u>OTHER AM-FM</u>
13.8	SHARE OF AUDIENCE **	11.4	4.8	4.2	6.8	14.9	3.9	12.7	12.7	3.8	3.6	21.2
<u>AGE OF LISTENING AUDIENCE</u>		<u>PERCENTAGE OF RADIO AUDIENCE LISTENING</u>										
12 - 17	13.8	32.1	1.3	1.3	1.3	33.3	ff	6.4	2.6	ff	ff	21.8
18 - 24	14.7	15.7	3.6	6.0	1.2	22.9	ff	15.7	1.2	1.2	1.2	31.3
25 - 34	15.2	7.0	2.3	4.7	7.0	11.6	4.7	19.8	5.8	2.3	4.7	30.2
35 - 49	23.1	6.9	4.6	6.1	6.9	11.5	3.8	15.3	8.4	3.1	2.3	31.2
50 - 64	19.3	1.8	5.5	5.5	9.2	8.3	5.5	16.5	23.9	5.5	6.4	12.0

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Sunday thru Saturday Evening 6:00 P.M. - 11:00 P.M.

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<u>HOMES USING RADIO *</u>		<u>WABC</u>	<u>WCBS</u>	<u>WHN</u>	<u>WINS</u>	<u>WMCA</u>	<u>WNBC</u>	<u>WNEW</u>	<u>WOR</u>	<u>WPAT</u>	<u>WQXR</u>	<u>OTHER AM-FM</u>
9.3	SHARE OF AUDIENCE **	12.1	4.4	4.9	6.5	15.0	7.4	9.4	9.9	5.4	4.5	20.6
<u>AGE OF LISTENING AUDIENCE</u>		<u>PERCENTAGE OF RADIO AUDIENCE LISTENING</u>										
12 - 17	17.0	23.7	3.9	3.9	3.3	38.2	//	9.2	2.0	2.0	0.7	13.2
18 - 24	14.7	24.4	4.6	1.5	0.8	14.5	2.3	13.0	3.1	4.6	0.8	30.6
25 - 34	12.1	15.7	1.9	4.6	7.4	8.3	4.6	16.7	4.6	2.8	2.8	30.6
35 - 49	25.3	7.1	4.9	4.4	8.0	5.8	8.4	10.6	5.8	9.7	8.0	27.5
50 - 64	15.6	5.0	5.8	0.7	6.5	3.6	15.1	11.5	16.5	3.6	5.0	26.7

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STATION AUDIENCE BY AGE

	<u>WABC</u>	<u>WCBS</u>	<u>WHN</u>	<u>WINS</u>	<u>WMCA</u>	<u>WNBC</u>	<u>WNEW</u>	<u>WOR</u>	<u>WPAT</u>	<u>WQXR</u>	<u>OTHER AM-FM</u>
	<u>Monday thru Friday 7:00 A.M. - 10:00 A.M.</u>										
<u>12 - 17</u>	28.4	9.0	4.8	7.1	18.5	1.6	5.0	5.0	4.3	8.3	7.4
<u>18 - 24</u>	27.6	9.0	2.4	8.1	19.6	4.7	10.9	2.1	17.4	12.5	14.8
<u>25 - 34</u>	5.2	19.2	21.4	13.1	19.6	18.8	21.8	7.1	8.7	25.0	14.8
<u>35 - 49</u>	21.6	26.9	42.9	30.3	17.4	40.6	37.6	31.9	21.7	20.8	31.9
<u>50 - 64</u>	8.6	14.1	7.1	27.3	4.3	10.9	10.9	34.0	43.5	29.2	13.3



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	<u>WABC</u>	<u>WCBS</u>	<u>WHN</u>	<u>WINS</u>	<u>WMCA</u>	<u>WNBC</u>	<u>WNEW</u>	<u>WOR</u>	<u>WPAT</u>	<u>WQXR</u>	<u>OTHER AM-FM</u>
<u>Monday thru Friday 10:00 A.M. - 3:00 P.M.</u>											
<u>12 - 17</u>	26.1	//	5.0	6.5	21.1	//	//	2.1	3.8	//	10.8
<u>18 - 24</u>	13.0	1.6	7.5	6.5	25.4	6.4	17.4	5.3	//	11.1	11.8
<u>25 - 34</u>	8.7	8.2	15.0	12.9	4.2	14.9	18.6	6.3	3.8	11.1	19.3
<u>35 - 49</u>	19.6	36.1	47.5	30.6	23.9	31.9	44.2	37.9	38.5	18.5	23.1
<u>50 - 64</u>	15.2	26.2	15.0	33.9	2.8	27.7	11.6	24.2	30.8	40.7	15.1

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