

First returns. Here, market by market, are how the respective network affiliates fared in Arbitron Television's February-March sweeps in 72 of the top 100 U.S. TV markets—the only top-100 markets for which Arbitron data had been released as of the middle of last week (story, preceding page). The numbers represent prime-time averages in thousands of households (add 000). The plus or minus numbers show the percentage by which the household figures have changed since the February-March sweep of 1975. An asterisk beside the market name indicates the households figures are day-part averages taken from data supplied by Arbitron in advance of the full report, yet to come. Prime-time hours were 8-11 p.m. NYT Monday through Saturday, 7-11 p.m. on Sunday. The figures were compiled by ABC researchers; percentages were applied by BROADCASTING.

PRIME TIME HOUSEHOLDS (000)

Market	ABC Rating/%	CBS Rating/%	NBC Rating/%
New York	1302 +24.8	1335 + 4.1	1034 - 6.4
Los Angeles	825 +34.4	573 - 10.7	564 -17.4
Chicago	683 +17.2	562 + .002	463 -10.1
Philadelphia	648 +42.7	461 - 10.1	354 - 3.8
Boston	440 +22.9	326 + .01	273 -14.2
San Francisco	363 +42.4	279 - 9.7	243 - 3.6
Detroit	393 +12.9	348 - 3.3	298 - 6.2
Washington	308 +32.8	253 + 8.6	196 - 2.5
Cleveland	364 +32.4	245 - 11.6	234 -11.7
Pittsburgh	323 +25.2	290 - 9.1	151 - 1.3
Dallas-Fort. Worth*	260 +33.3	201 - 8.2	190 - 8.7
St. Louis	189 +15.9	221 - 7.1	175 - 5.4
Minneapolis-St. Paul*	204 +38.8	174 - 8.9	155 - 8.8
Houston*	208 +25.3	172 - 4.97	164 - 9.9
Miami	179 +24.3	221 + 8.9	143 .0
Atlanta	168 +13.5	176 - 6.4	165 -13.6
Tampa-St. Petersburg, Fla.	111 +32.1	199 - 6.1	151 -10.1
Seattle-Tacoma*	225 +44.2	104 - 21.8	140 -19.1
Baltimore	210 +26.5	186 - 6.5	138 - 6.1
Indianapolis	154 +32.8	143 - 16.9	148 - 3.9
Hartford-New Haven, Conn.	191 +27.3	210 - 2.3	63 - 4.5
Milwaukee	166 +46.9	127 - 1.6	134 - 2.9
Kansas City, Mo.*	155 +16.5	145 - 14.2	126 - 5.9
Portland, Ore.*	135 +33.7	117 - 10.0	102 - 6.4
Sacramento-Stockton, Calif.	151 +26.9	104 - 4.6	117 -17.0
Cincinnati	162 +25.6	137 -16.96	115 -16.1
Buffalo, N.Y.	155 +40.9	126 - 7.4	120 .0
Providence, R.I.	122 +14.0	129 + 4.0	112 -13.2
Nashville*	94 +16.0	129 - 10.4	122 .0
San Diego	100 +44.9	93 - 7.0	87 -13.9
Columbus, Ohio	127 +33.7	146 + 1.4	102 - 6.4
Memphis*	103 +15.7	137 .0	97 -10.2

*Day part average
**Insufficient '75 numbers for reporting
-No network affiliate in city.

Market	ABC Rating/%	CBS Rating/%	NBC Rating/%
Greenville-Spartanburg, S.C.-Asheville, N.C.*	101 +21.7	87 - 10.3	106 -13.8
Phoenix	113 +31.4	92 - 9.8	75 - 9.6
Louisville, Ky.	94 +74.1	106 - 7.8	97 -15.7
Grand Rapids-Kalamazoo, Mich.	88 +51.7	89 - 8.2	82 - 9.9
Dayton, Ohio	79 +27.4	117 -13.3	88 -11.1
Albany-Schnectady-Troy, N.Y.	106 +43.2	107 -11.6	95 - 8.7
Orlando-Daytona Beach, Fla.	103 +39.2	86 + 1.2	92 - 5.2
Harrisburg-York-Lancaster-Lebanon, Pa.	76 +40.7	76 - 9.5	98 -2.97
Wilkes Barre-Scranton, Pa.	114 +29.5	82 - 5.7	95 - 9.5
Norfolk-Portsmouth-Newport News-Hampton, Va.	93 +20.8	107 - 1.8	61 -12.9
Syracuse, N.Y.	83 +40.7	84 - 6.7	73 -16.1
Salt Lake City	118 +19.2	80 + 1.3	72 - 2.7
Birmingham, Ala.*	127 + .8	47 + 9.3	94 + 8.0
Flint-Saginaw-Bay City, Mich.	119 +32.2	42 +16.7	103 .0
Richmond, Va.	74 +32.1	88 - 5.4	59 - 6.3
Knoxville*	33 +43.5	82 - 2.4	91 + 3.4
Toledo, Ohio	80 +48.1	92 - 4.2	94 + 1.1
Rochester, N.Y.	91 +49.2	70 - 6.7	51 -10.5
Green Bay, Wis.	81 +50.0	74 + 1.4	67 - 2.9
Davenport, Iowa-Rock Island-Moline, Ill.*	75 +44.2	60 -10.4	58 -13.4
Paducah, Ky-Cape Girardeau, Mo.-Harrisburg, Ill.*	39 +39.3	78 + 2.6	71 - 5.3
Jacksonville, Fla.*	47 +11.9	75 - 6.3	61 -17.6
Springfield-Decatur-Champaign, Ill.	64 +30.6	67 - 6.9	62 -11.4
Johnstown-Altoona, Pa.	6 **	78 + 1.3	87 - 9.4
Fresno, Calif.	54 +31.7	49 - 5.8	50 - 3.8
South Bend-Elkhart, Ind.	65 +35.4	53 - 5.4	49 - 7.5
Chattanooga*	57 +23.9	56 - 3.4	50 -10.7
Youngstown, Ohio	64 +28.0	54 - 5.3	47 -24.2
Portland-Poland Spring, Me.	78 +56.0	42 - 6.7	53 -10.2
Springfield, Mass.	79 +29.5	-	49 - 2.0
West Palm Beach, Fla.*	44 +51.7	-	43 - 6.5
Evansville, Ind.	59 +34.1	40 -13.0	30 - 9.1
Fort Wayne, Ind.	61 +64.9	44 -15.4	36 -20.0
Peoria, Ill.	60 +46.3	38 - 7.3	40 -23.1
Lexington, Ky.	34 +17.2	51 +18.6	44 - 4.3
Salinas-San Jose, Calif.	75 +53.1	20 -20.0	44 - 2.2
Tucson, Ariz.*	43 +34.4	35 -10.3	33 -13.2
Lansing, Mich.	-	58 -18.3	39 -20.4
Huntsville-Florence-Decatur, Ala.*	36 +20.0	46 -13.2	42 +16.7
Burlington, Vt.-Plattsburgh, N.Y.	17 +54.5	56 + 7.7	28.0 .0

CBS U for second place with a 30.4 share behind the NBC V's 39.2. In some markets ABC-affiliated U's turned in what are generally regarded as respectable numbers even though in third place: In Louisville, Ky., for example, ABC's U had a 31.6 share against the CBS V's 35.7 and the NBC V's 32.7.

ABC programming did not insure salvation for all ABC-affiliated U's, however. The one in Burlington, Vt.-Plattsburgh, N.Y., for instance, had a 16.8 share against two network V's, and the ABC U in Johnstown-Altoona, Pa., came in with a 3.5 against CBS and NBC V's.

CBS-TV and NBC-TV officials had no immediate comment on the obviously rising ABC tide evident in the first batches of Arbitron reports—which tended to be confirmed by initial returns from the Nielsen Station Index sweeps.

NBC officials have made no bones about being disappointed with their own rating performance this season and about their determination to turn it around in

the season coming up. As the continuing leader in the season-to-date ratings, CBS has had no public complaint about its overall performance.

Privately, there were some competitive charges that ABC had overloaded its schedule with specials, many of them of blockbuster proportions, during the Feb. 4-March 2 sweep period. There were indeed some specials in there—and on the other networks as well.

ABC had several evenings of Olympics coverage that helped set the high ratings tone that is still evident. It also benefited from the high-grossing motion picture, "The Sound of Music," which ran for three and a half hours on Feb. 29; the James Bond "On Her Majesty's Secret Service" which ran for three hours on two Mondays; "The Young Pioneers," a made-for-TV movie pilot, and "The Last Detail" on ABC Sunday Movies. It also received better-than-expected ratings from four one-hour episodes of the *Rich Man, Poor Man*.

Network Niensens continue to hold same pattern

In the rerun-dominated prime-time network schedules, ABC harvested its 10th win in a row (for the week ended March 21), chalking up a 21.2 Nielson rating, compared to CBS's 17.1 and NBC's 15.9.

CBS still held on firmly to its season-to-date lead, however, with a 19.6 rating, compared to ABC's 18.9 and NBC's 18.0.

Original episodes of six shows were heavily responsible for ABC's big weekly numbers. The six were: *Rich Man, Poor Man* (31.5 rating and 49 share, good for second place), *Laverne and Shirley* (27.2 rating, 38 share, fifth place), *The ABC Sunday Movie*, featuring two new 90-minute pilots (25.8 rating, 49 share, sixth place), *The Bionic Woman* (25.7 rating, 39 share, seventh place), *Baretta* (24.7 rating, 40 share, eighth place) and *Good Heavens* (24.2 rating, 36 share, ninth place).