

1949 RADIO AUDIENCE ANALYSES

THE HOOPER METHOD

BASIC BROADCAST audience data is obtained by C. E. Hooper Inc. through a coincidental telephone check of listeners in the metropolitan areas of 36 cities where the four major networks have local outlets. These Network Program Hooperatings, published twice monthly (15th and 30th) establish a continuing record of comparative popularity of sponsored network radio programs.

Hooper representatives make a total of 1470 calls during each half-hour broadcast or over ten and a half million calls yearly. From these calls the following basic information is obtained: Available homes, homes using sets, Hooperating, sponsor identification, and audience composition.

The Hooperating is the percent of total homes called which reported listening to a particular program.

The Hooper Broadcast Audience Measurements include six fundamental services. They are: Program Hooperatings (network talent "popularity" ratings); U. S. Hooperatings (quantitative and qualitative analysis of U. S. network program audiences nationally); City Hooperatings (period by period, sets-in-use and station audiences published continuously for up to 100 cities); Area Coverage Indexes (radio and/or TV station listening audience comparisons county-by-county or within a station's "coverage" area); TV-Network Hooperatings (random-home-based ratings "projectable" to random homes, TV-Home based ratings "projectable" to TV-homes); City Teleratings (sets-in-use and station ratings in "advanced" TV cities, Share of Audience Indexes in "new" TV-cities).

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THE NUMBER of U.S. radio families is steadily edging up toward the total number of families in the country. Latest BMB survey of radio homes, made early in 1949, shows: 39,281,280, an increase of 1,658,230 or 4.2% over the 37,673,000 radio homes found by BMB the year before.

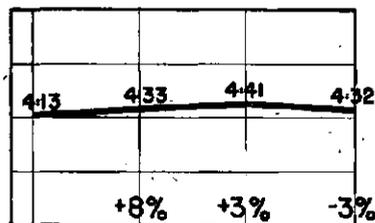
This means that 94.2% of all U.S. homes were radio-equipped at the beginning of 1949. Most of the millions of sets manufactured and sold during the year doubtless replaced wornout receivers or became second sets in homes already containing radios, but it is probable that by now more than 95% of all American families are radio owners.

In 1949, for the first time in recent years, the increase in radio ownership was not matched by a rise in average listening time. Instead, last year, it was offset by a decline in average radio-listening. Data collected by A. C. Nielsen Co.

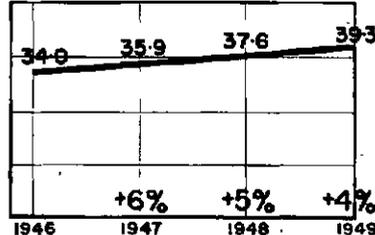
Chart I

PATTERN OF OVERALL RADIO USAGE (NATIONAL)

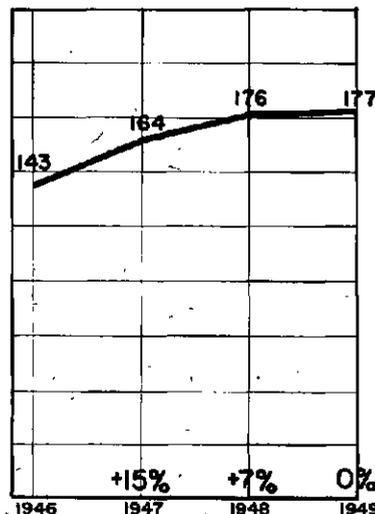
Hours of Listening (avg. home - avg. day)



No. of Radio Homes (estimates - 000,000)



Advertiser Potential (homes x hours '000,000)



41 minutes. But in 1949 the average listening had dropped off to 4 hours, 32 minutes.

Overall, the increased number of radio homes and the decreased average listening in each balanced off, with the result that radio's national advertising potential in 1949 was just about on the 1948 level. That means in terms of homes and hours the advertiser in 1949 got about the same return—nationally—for his radio dollar as he did in 1948 (Chart I, Nielsen).

When average listening time is analyzed by size of city and time of day (Chart II), Nielsen reports that from 1948 to 1949 (using the first six months average for both years), listening in small cities rose 3 minutes a day, while in medium size cities it fell 1 minute and in large cities it fell 16 minutes. Morning listening dropped 1 minute from 1948 to 1949; afternoon listening was 3 minutes off; evening listening declined 6 minutes.

The largest decrease in average daily listening occurred in large cities and during the evening hours. Chart III (Nielsen) shows metropolitan listening off 4.6% in the evening, as against a drop of

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First Fifteen Evening Hooperatings (Nov. 1-7, 1949)

	Hooperating	Nov. 1-7, 1948 Position	Nov. 1-7, 1947 Position
1. Radio Theatre	25.0	2	4
2. Arthur Godfrey's Talent Scouts	22.2	6	18
3. Jack Benny	20.6	4	3
Original Broadcast 18.7			
Added by 2nd Broadcast 1.9*			
4. My Friend Irma	20.1	7	12
5. Fibber McGee & Molly	18.6	3	1
6. Walter Winchell	17.3	1	11
Original Broadcast 15.5			
Added by 2nd Broadcast 1.8*			
7. Crime Photographer	15.9	13	42
8. Bing Crosby	15.6	18	17
9. Suspense	15.3	24	46
10. Charlie McCarthy	15.3	19	5
Original Broadcast 13.0			
Added by 2nd Broadcast 2.3*			
11. F.B.I. In Peace & War	15.2	23	80
12. Dennis Day	15.0	22	24
13. Bob Hope	14.9	5	2
14. People Are Funny	14.7	12	33
15. Mr. & Mrs. North	14.7	52	38
16. Amos 'n' Andy	14.7	33	6
17. Mr. Keen	14.7	14	55

* Second broadcast on same day in some cities provides more than one opportunity to hear program.

show that the typical American family used its radio an average of 4 hours, 13 minutes a day in 1946. The next year, 1947, the average daily listening time had risen to 4 hours, 33 minutes, and in 1948 it rose again, to 4 hours,

Top Ten Daytime Hooperatings (Nov. 1-7, 1949)

	Hooperating	Nov. 1-7, 1948 Position	Nov. 1-7, 1947 Position
1. Ma Perkins (CBS)	7.2	1	6
2. Big Sister	7.1	9	12
3. Young Widder Brown	6.8	3	3
4. Arthur Godfrey (10:15-11:30) (11:00-11:30, 7.3); (10:45-11:00, 7.3); (10:30-10:45, 5.9); (10:15-10:30, WF, 4.2); (10:15-10:30, MTT, 3.7)	6.5	5	21
5. Pepper Young's Family	6.5	10	8
6. Our Gal, Sunday	6.5	12	1
7. Aunt Jenny	6.2	17	2
8. Romance of Helen Trent	6.1	11	4
9. Right to Happiness	6.1	8	9
10. Wendy Warren	6.0	20	36

Arthur Godfrey's ratings in 1948 and 1947 are not for exactly same time periods.