

AUDIENCE ANALYSIS

(Continued from page 24)

less than 1% during the day. This combination would lead to the suspicion that television, which is largely a night-time big city phenomenon and Chart IV (Nielsen) confirms that idea.

The entire broadcast audience, including TV as well as AM and FM, follows a seasonal trend from a peak in January to a low point in July that is repeated without much deviation from year to year. Sets-in-use charts (V and VI) based on Hooper 36-city data and covering the three-year span from November 1946 to the same month in 1949, show last year's evening audiences running slightly ahead of previous years during the summer and fall; 1949 daytime audiences were larger than those in 1947 and 1948 during the summer months, but lagged behind those years in the fall.

COMPARISON OF AVERAGE RATINGS

Sponsored Evening Programs

	Program Hooperatings		
	1947	1948	1949
March 15 . . .	11.4	11.4	10.6
July 15 . . .	4.9	4.6	4.7
Nov. 15 . . .	9.8	9.8	10.1

Sponsored Daytime Programs

	Program Hooperatings		
	1947	1948	1949
March 15 . . .	5.2	5.3	5.0
July 15 . . .	3.3	3.8	4.0
Nov. 15 . . .	4.1	4.6	4.2

The average Hooperating of all nighttime commercial network programs in March of last year (10.6) was a little lower than the average for that month in 1947 and 1948 (11.4 both years). In July the three years' average ratings were just about on a par, but by November the 1949 average had drawn ahead of the earlier years, 10.1 as against 9.8 in both 1947 and 1948.

Daytime average Hooperatings of network sponsored shows in March was slightly lower for 1949 than for the two previous years.

Chart II TREND OF OVERALL RADIO USAGE - BY MARKET DIVISIONS

Average hours listened per home per day, - January - July 1948 & 1949

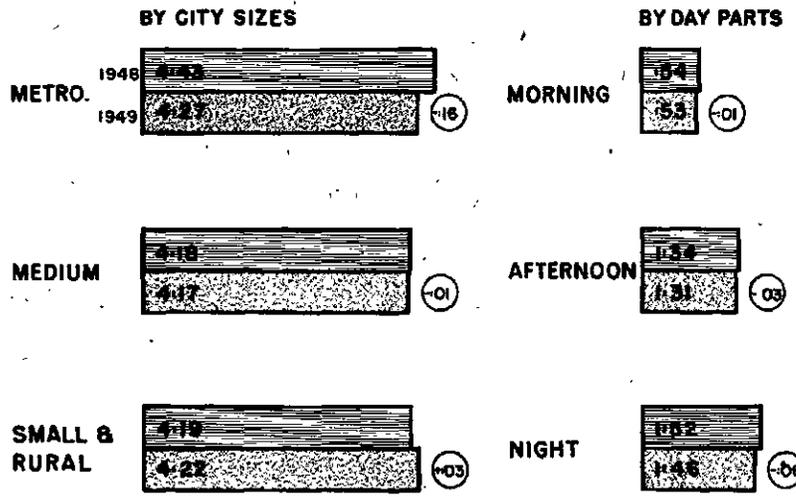
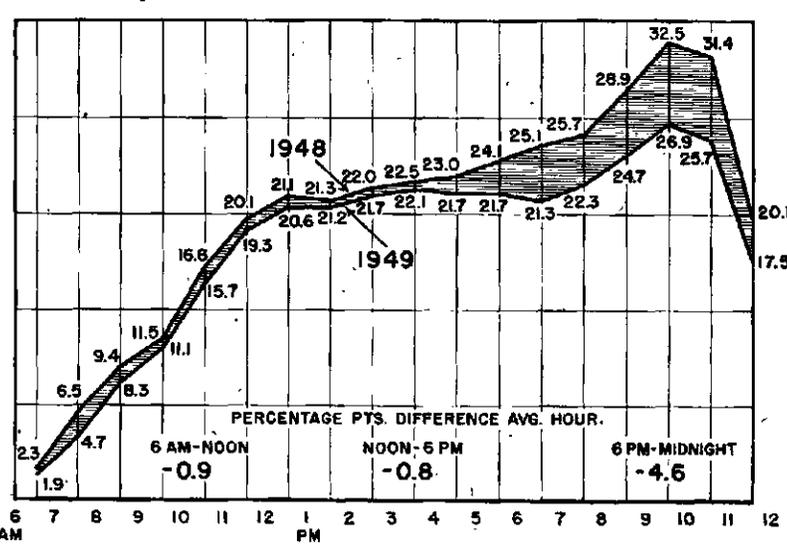


Chart III AVERAGE AUDIENCE HOMES USING RADIO - ALL METRO. AREAS



In July the 1949 daytime average rating was somewhat ahead of 1948 and appreciably better than 1947. By November 1949 the average had fallen below the November

1948 level and was just about even with 1947.

If there was any change in the listening public's program preferences during 1949 it was not substantial enough to make any impression on the lists of top-ranking programs. Every program among the Hooper "First 15" and "Top

Ten" lists of most-listened-to network commercial shows, evening and daytime, last November, had been on the air for at least two years. Ten of the "First 15" for November 1949 (actually 17 because of a 4-way tie) were also included in that honor roll for November 1948 and eight of them in 1947. Of the daytime top-tens in November 1949, six made this list in November 1948 and seven in November 1947. (See tables for full details.)

Hooper's TV program ratings, which in 1948 had been limited to the New York metropolitan area, in 1949 were extended to cover all cities receiving TV network service, either simultaneously by coaxial cable or radio relay, or by kinescopic recordings for delayed broadcast. Based on coincidental telephone calls like the radio program Hooperatings, the TV ratings are figured on calls to video homes only.

The following programs got the top Hooper TV-Network Teleratings in October 1949:

Program	Telerating
1. Texaco Star Theatre (30 NBC-TV cities)	69.4
2. Arthur Godfrey's Talent Scouts (8 CBS-TV cities)	55.8
3. Arthur Godfrey and His Friends (33 CBS-TV cities)	49.7
4. Toast of the Town (16 CBS-TV cities)	45.6
5. Fireball Fun for All (32 NBC-TV cities)	40.9
6. Fireside Theatre (17 NBC-TV cities)	39.2
7. Philco TV Playhouse (36 NBC-TV cities)	38.7
8. Stop the Music (8-9 p.m.) (15 ABC-TV cities, 8-8:30) (13 ABC-TV cities, 8:30-9)	37.6
9. Original Amateur Hour (15 NBC-TV cities)	35.4
10. Cavalcade of Stars (17 Du Mont-TV cities)	35.3

Some interesting data on the effect of the introduction of a television set into a radio home is provided by Nielsen (Chart VII). This research company last year began producing a Television Index (Continued on page 28)

Chart IV HOUR BY HOUR TV USAGE COMPARED TO AM

Homes using sets M:n.-Fri. - Feb. 1949

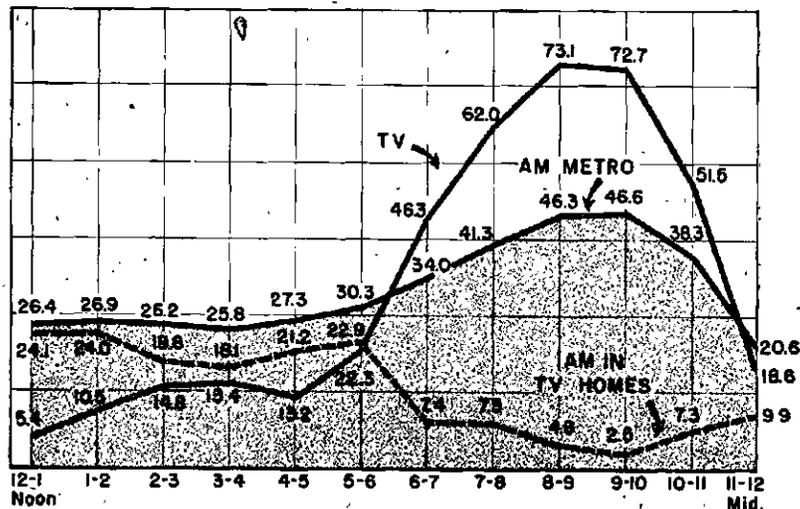


Chart V

Hooper Basic Audience Trends
SETS-IN-USE INDEX - DAYTIME
December 15, 1946 thru November 15, 1949

