

## Audience Analysis

(Continued from page 26)

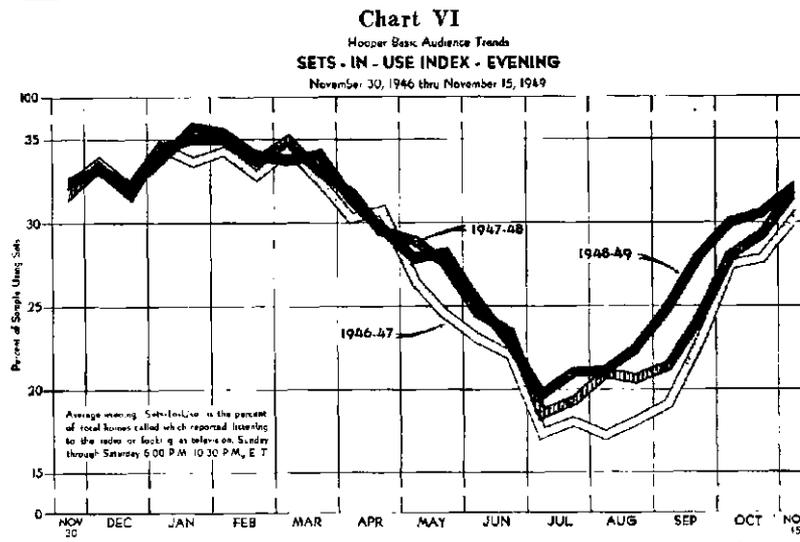
for the New York area and plans shortly to extend it.

Prior to the advent of television into a home, Nielsen reports, the family radio was on for an average of 2 hours, 29 minutes during the daytime hours and for 1 hour, 39 minutes at night. After the family got a video set, its total broadcast reception time between 6 a.m. and 6 p.m. went up to 2 hours, 59 minutes of which 50 minutes went to TV, with the radio listening time dropping to 2 hours, 9 minutes. In the evening the family devoted 3 hours, 55 minutes to combined radio-TV use, but radio got only 27 minutes of this total, with 3 hours, 28 minutes spent watching video.

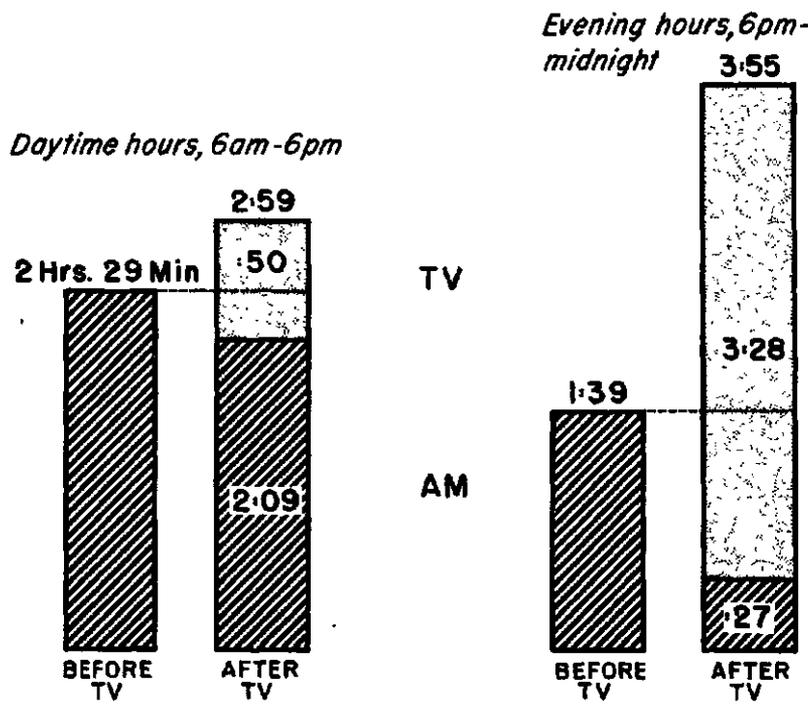
Both Nielsen and Hooper provide analyses of network radio commercial programs by program types. Hooper, in Chart VIII, shows the distribution of nationally sponsored network time among the various types of programs in November 1948 and November 1949. Nielsen reports the average ratings for the various types of network commercials and then calculates the number of homes reached by each type of commercial show per dollar of advertising expenditures for time and talent.

The different amount of time allotted each commercial program class in 1949 as compared with 1948 (which might be considered a measure of their popularity with advertisers, or their "sponsor ratings") reveals that mysteries replaced variety shows as the top program category. Mystery programs in November 1949 occupied 16.0% of all network evening commercial time, a gain of 21.2% over the same month of 1948, when they ranked third, taking up 13.2% of network evening sponsored time. Variety shows in the same yearly interval dropped from first to third rank and from 16.9% to 12.6% of all evening network commercial time, a loss of 25.4%.

News and commentators ranked second both years, registering a



**Chart VII**  
**EFFECT OF TV ON LISTENING HABITS**  
THE AVERAGE TV HOME - through June 1949 (seasonally adjusted)



slight gain from 15.4% of the total evening network commercial time in November 1948 to 15.7% a year

later. Situation comedy moved up from seventh place (9.1%) to a tie for third (12.6%); plays dropped

from fourth (12.5%) to seventh position (9.9%).

In the daytime, serials increased in percentage of sponsored network time from 51.7% in November 1948 to 57.1% a year later, more than double the commercial daytime allotted to network audience participation shows, which accounted for 25.7% in 1948 and 25.1% in 1949. News and commentary broadcasts made up only 2.6% of the sponsored daytime hours on the networks last November, a drop of 50% from the 5.2% it comprised the year before. Similarly popular music program time shrank from 3.7% to 1.5% of commercial network daytime during the year.

Analyzing the various types of commercial programming by ratings, instead of time allotments, Nielsen found that of all evening network sponsored programs of 25 minutes or longer on the air last September, variety-comedy shows have the highest group acceptance with an average rating of 13.0. Highest rated single program was a dramatic show with 24.2, but as a group this class averaged only 9.6. Mystery dramas ranked second with an average rating of 12.5, while comedy dramas ranked third with an average rating of 10.3. Lowest rated single program was a quiz show which Nielsen rated 2.2.

Among the three types of daytime programs charted by Nielsen, adult serials had the highest average rating, 5.9, and also the highest and lowest individual program ratings, 8.1 and 1.4. Juvenile programs on the average were rated 3.7, daytime quizzes 3.9.

On a cost-per-listener basis, daytime serials are by far the most efficient vehicle for the advertiser, according to Nielsen calculations, which show this type of program reaching on the average 628 homes per dollar spent for time and talent. One program of this class reached 865 homes per dollar and even the lowest of the 28 daytime serials included in this report reached 200 homes per dollar. This seems to be a good explanation of the widespread use of this program class by advertisers wanting

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