

NEW YORK

MARCH, 1950

McC. Smith



RADIO - TV

COMPARISONS

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Chartbook

For the confidential use of:

This Report is based on sampling telephone homes within each city using the telephone coincidental method of interviewing. The Station Audience Measurements contained herein, therefore, do not reflect the audiences in areas "outside".

HE8697
A8A1H6
1950
March



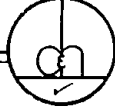
C. E. HOOPER, INC.

BROADCAST AUDIENCE MEASUREMENTS
NEW YORK

Chicago Norwalk Hollywood

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It is the function of this Report to establish measurements showing the comparative size and distribution of broadcast audiences among telephone homes in the city zone of a specific city. The actual homes to which these measurements apply are telephone homes listed in the telephone directory(ies) for this city which are included in the Non-Toll-Call Area.

The "CITY HOOPERATINGS" for an individual city zone is based on interviewing which is also used to supply advertisers, agencies, talent firms, networks, stations, and station representatives with "National," "Sectional," "City-by-City" Ratings and other Indexes on their own and other competitive programs. It is typically produced with the joint financial support of the several stations serving that city. It is the aim of this statement to provide for the maximum constructive use of the Report, or of special tabulations or retabulations of its basic data without infringing on the rights and privileges of other factors in the industry, by outlining a plan of self-regulation governing its use by subscribing stations.

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To so implement self-regulation as to make it an actuality, we are providing below a procedure by which a station violating this "Code" may be suspended:

Upon presentation of proof by a subscriber(s) which convinces C. E. Hooper, Inc., of a violation of "Your Code of Practice" by a subscriber, we will suspend service to the violating station or company, when application is made by the remaining group of subscribers in that city and upon declaration of their willingness to share proportionately the violating station's subscription allotment.

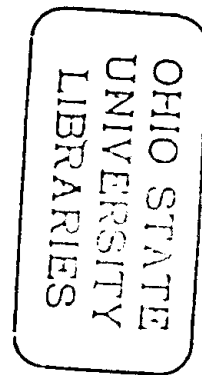
If facts or figures are quoted or any statement is made on the authority of this Report, or of special tabulations using its basic data or similar measurements as source, C. E. Hooper, Inc., reserves the following right as a matter of policy:

- (1) To confirm the accuracy of facts or figures taken from this Report.
- (2) To publish the accurate facts when and if data accredited C. E. Hooper, Inc., are at variance with its records.
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* * * *

This Report is furnished on request under a continuing subscription and with the understanding that use of it will conform strictly with "Your Code of Practice" set forth herein. The Report is based on responses obtained by field investigators who are trained to interview respondents in the manner set forth in the Field Manual for Hooper Radio and Television Reporters. Measurements, constantly in operation, are taken to test the validity of each interviewer's work. Safeguards to the accuracy of the responses are also introduced in the interviewing. The contents of this Report are believed by C. E. Hooper, Inc. to be reliable within the limits of statistical variations inherent in all sampling operations. However, since the contents are based on acceptance of responses as made, they cannot properly be guaranteed by C. E. Hooper, Inc.

RADIO - TV COMPARISONS



NEW YORK

SHARE OF BROADCAST AUDIENCE

EVENING

Sum of Station Shares in Random Homes = 100%. Exceptions Due to Tabulation Technicalities.
Averages Based on Sampling Conducted First and Third Weeks of Each Month.
Stations With Less Than 1.0 Included in Others.

SUN. THRU SAT.
6:00-11:00 P.M.

NOTE: N.A. (NOT AVAILABLE)

FEB-MAR		B'DCAST AUD. 35.9 YEAR AGO N.A.	RADIO SHARE ➡					80.3	21.4	TV SHARE ◀			
WQXR	2.2	WNEW	WOR	WJZ	WNBC	WCBS	WNBT	WCBS-TV	WPIX	WABD	WJZ-TV	WATV	
WQXR	1.8	5.3	10.0	15.5	16.0	21.9	7.2	5.5	3.5	2.1	1.7	1.4	
WQXR	1.4												
WQXR	1.1												
OTH.	5.1												

MAR-APR		B'DCAST AUD. 35.3 YEAR AGO N.A.	RADIO SHARE ➡					77.1	24.6	TV SHARE ◀			
WQXR	2.1	WNEW	WOR	WNBC	WJZ	WCBS	WNBT	WCBS-TV	WPIX	WABD	WJZ-TV	WATV	
WQXR	1.7	4.8	9.6	14.9	15.0	21.3	7.9	6.5	3.9	2.6	2.1	1.6	
WQXR	1.3												
WQXR	1.0												
OTH.	5.4												

APR-MAY		B'DCAST AUD. 33.3 YEAR AGO N.A.	RADIO SHARE ➡					73.4	26.7	TV SHARE ◀			
WQXR	2.2	WNEW	WOR	WJZ	WNBC	WCBS	WNBT	WCBS-TV	WPIX	WABD	WJZ-TV	WATV	
WQXR	2.1	4.8	9.7	13.5	14.2	19.9	8.1	7.1	4.4	2.9	2.7	1.5	
WQXR	1.4												
WQXR	1.4												
OTH.	2.9												

MAY-JUN		B'DCAST AUD. 30.3 YEAR AGO N.A.	RADIO SHARE ➡					73.0	27.2	TV SHARE ◀			
WINS	2.6	WQXR	WNEW	WOR	WJZ	WNBC	WCBS	WNBT	WCBS-TV	WPIX	WABD	WJZ-TV	WATV
WQXR	2.3	3.6	5.4	9.1	12.2	12.9	18.2	7.1	7.1	5.0	3.1	3.1	1.8
WQXR	2.0												
WQXR	1.2												
OTH.	3.5												

JUN-JUL		B'DCAST AUD. 25.7 YEAR AGO N.A.	RADIO SHARE ➡					72.5	27.7	TV SHARE ◀				
WQXR	2.6	WINS	WQXR	WNEW	WOR	WJZ	WNBC	WCBS	WNBT	WCBS-TV	WPIX	WABD	WJZ-TV	WATV
WQXR	2.0	4.8	4.8	5.9	9.5	10.7	11.1	15.8	6.6	6.5	5.4	3.6	3.2	2.4
WQXR	1.2													
OTH.	4.1													

JUL-AUG		B'DCAST AUD. 23.1 YEAR AGO N.A.	RADIO SHARE ➡					71.6	28.5	TV SHARE ◀				
WQXR	2.4	WINS	WQXR	WNEW	WOR	WJZ	WNBC	WCBS	WNBT	WCBS-TV	WPIX	WABD	WJZ-TV	WATV
WQXR	2.3	5.7	6.2	6.2	9.1	10.1	10.6	13.5	6.4	5.6	5.5	4.9	3.1	3.0
WQXR	1.4													
OTH.	4.1													

AUG-SEP		B'DCAST AUD. YEAR AGO	26.8 N.A.	RADIO SHARE ➡					68.1 31.7	TV SHARE ◀					
WOXR	2.0	WINS		WNEW	WMGM	WJZ	WOR	WNBC	WCBS	WNBT	WCBS-TV	WPIX	WABD	WJZ-TV	WATV
WMCA	1.9		3.3	5.9	6.6	8.6	10.0	10.1	15.0	7.2	6.4	5.8	5.5	3.7	3.1
WOV	1.3														
OTH.	3.4														
SEP-OCT		B'DCAST AUD. YEAR AGO	31.9 N.A.	RADIO SHARE ➡					64.1 36.2	TV SHARE ◀					
WOXR	1.9	WMGM		WNEW	WJZ	WOR	WNBC	WCBS	WNBT	WCBS-TV	WABD	WPIX	WJZ-TV	WATV	
WINS	1.4		3.7	5.2	8.6	9.5	11.2	17.2	9.7	8.6	5.5	4.9	4.1	2.9	
WOV	1.2													OTH.	
WMCA	1.1													0.5	
OTH.	3.1														
OCT-NOV		B'DCAST AUD. YEAR AGO	34.2 N.A.	RADIO SHARE ➡					61.3 38.9	TV SHARE ◀					
WOXR	2.0	WNEW		WJZ	WOR	WNBC	WCBS	WNBT	WCBS-TV	WABD	WJZ-TV	WPIX	WATV		
WMGM	1.3		5.0	8.2	9.2	12.4	17.5	10.9	10.4	5.6	4.2	3.9	2.8		
WOV	1.1												WOR-TV		
OTH.	4.6												1.1		
NOV-DEC		B'DCAST AUD. YEAR AGO	35.6 N.A.	RADIO SHARE ➡					59.2 40.9	TV SHARE ◀					
WOXR	1.9	WNEW		WJZ	WOR	WNBC	WCBS	WNBT	WCBS-TV	WABD	WJZ-TV	WPIX	WATV		
WMGM	1.5		4.4	8.1	8.7	12.1	17.2	11.7	11.6	5.8	4.2	3.4	2.9		
WOV													WOR-TV		
OTH.	5.3												1.3		
DEC-JAN		B'DCAST AUD. YEAR AGO	36.4 N.A.	RADIO SHARE ➡					55.3 44.7	TV SHARE ◀					
WOXR	1.8	WNEW		WJZ	WOR	WNBC	WCBS	WCBS-TV	WNBT	WABD	WJZ-TV	WPIX	WATV		
WMGM	1.4		4.3	7.7	8.2	10.9	15.9	13.3	13.3	6.4	3.9	3.6	3.0		
WOV													WOR-TV		
OTH.	5.0												1.1		
JAN-FEB		B'DCAST AUD. YEAR AGO	37.8 36.0	RADIO SHARE ➡					53.2 46.8	TV SHARE ◀					
WOXR	1.8	WNEW		WJZ	WOR	WNBC	WCBS	WNBT	WCBS-TV	WABD	WPIX	WJZ-TV	WATV		
WMGM	1.2		4.2	7.4	8.0	10.8	15.1	14.1	13.3	7.2	4.0	3.5	3.1		
WOV													WOR-TV		
OTH.	4.8												1.6		
FEB-MAR		B'DCAST AUD. YEAR AGO	39.3 35.9	RADIO SHARE ➡					50.9 49.1	TV SHARE ◀					
WMGM	1.4	WNEW		WJZ	WOR	WNBC	WCBS	WNBT	WCBS-TV	WABD	WPIX	WJZ-TV	WATV		
WOXR	1.7		4.1	7.0	7.7	10.2	14.3	16.0	13.1	7.5	4.1	3.3	3.2		
WOV													WOR-TV		
OTH.	4.8												1.9		

NEW YORK

SHARE OF BROADCAST AUDIENCE

AFTERNOON

Sum of Station Shares in Random Homes=100%. Exceptions Due to Tabulation Technicalities.
 Averages Based on Sampling Conducted First and Third Weeks of Each Month.
 Stations With Less Than 1.0 Included in Others.

SUNDAY

12:00 NOON-6:00 P.M.

NOTE: N.A.-(NOT AVAILABLE)

FEB-MAR		B'DCAST AUD. 23.8	RADIO SHARE ➡										89.9 11.5			TV SHARE ◀	
		YEAR AGO N.A.	WMGM	WINS	WNEW	WJZ	WCBS	WNBC	WOR	WATV	WNBT	WJZ-TV	WPIX	OTH.			
WMCA	1.4		4.6	8.1	8.1	8.3	10.2	12.9	21.0	4.4	3.9	1.3	1.2	0.7			
WQXR	2.7																
OTH.	12.6																
MAR-APR		B'DCAST AUD. 23.5	RADIO SHARE ➡										85.9 15.2			TV SHARE ◀	
		YEAR AGO N.A.	WMGM	WJZ	WNEW	WCBS	WINS	WNBC	WOR	WATV	WNBT	WCBS-TV	WPIX	OTH.			
WMCA	2.3		6.2	7.5	8.1	8.8	9.0	11.6	17.9	4.0	3.9	3.6	1.6	1.4	0.7		
WQXR	2.8																
OTH.	11.7																
APR-MAY		B'DCAST AUD. 24.0	RADIO SHARE ➡										82.2 17.7			TV SHARE ◀	
		YEAR AGO N.A.	WJZ	WMCA	WNEW	WCBS	WMGM	WNBC	WINS	WOR	WCBS-TV	WNBT	WATV	WABD	WPIX	WJZ-TV	
WQXR	2.7		5.0	5.7	6.9	7.8	8.2	10.9	11.5	13.7	5.1	4.4	2.4	2.2	1.9	1.7	
OTH.	9.8																
MAY-JUN		B'DCAST AUD. 23.9	RADIO SHARE ➡										83.4 16.6			TV SHARE ◀	
		YEAR AGO N.A.	WJZ	WMCA	WCBS	WNEW	WNBC	WOR	WMGM	WINS	WABD	WCBS-TV	WNBT	WPIX	WATV	WJZ-TV	
WQXR	2.7		4.4	6.0	6.2	7.1	8.8	10.6	12.3	15.1	4.4	3.9	3.5	2.2	1.4	1.2	
OTH.	10.2																
JUN-JUL		B'DCAST AUD. 21.8	RADIO SHARE ➡										82.8 17.2			TV SHARE ◀	
		YEAR AGO N.A.	WCBS	WJZ	WMCA	WNBC	WNEW	WOR	WMGM	WINS	WCBS-TV	WPIX	WABD	WNBT	WJZ-TV	OTH.	
WQXR	2.2		4.8	4.9	5.3	6.8	7.4	9.5	15.3	16.2	4.8	4.7	3.2	2.5	1.1	0.9	
OTH.	10.4																
JUL-AUG		B'DCAST AUD. 19.9	RADIO SHARE ➡										80.9 19.1			TV SHARE ◀	
		YEAR AGO N.A.	WCBS	WJZ	WNBC	WMCA	WNEW	WOR	WMGM	WINS	WABD	WPIX	WCBS-TV	WATV	WNBT	WJZ-TV	
WQXR	2.1		4.7	5.1	5.5	6.5	6.7	10.7	14.1	15.6	7.6	4.4	2.9	1.6	1.5	1.1	
OTH.	9.9																

AUG-SEP		B'DCAST AUD. 19.4 YEAR AGO N.A.		RADIO SHARE ➔							78.3 21.7		◀ TV SHARE		
WQXR	2.5	WNBC	WJZ	WMCA	WCBS	WNEW	WOR	WMGM	WINS	WABD	WPIX	WATV	WNBT	WJZ-TV	
OTH.	8.7	4.1	4.6	5.3	5.5	7.5	11.1	12.7	16.4	12.2	4.0	2.8	1.3	1.3	
												OTH.	0.1		

SEP-OCT		B'DCAST AUD. 22.6 YEAR AGO N.A.		RADIO SHARE ➔							77.8 22.3		◀ TV SHARE		
WMCA	2.8	WJZ	WNBC	WCBS	WNEW	WOR	WMGM	WINS	WABD	WPIX	WATV	WNBT	WJZ-TV		
WQXR	2.2								11.4	3.3	3.3	2.3	1.7		
OTH.	8.4	3.6	4.9	5.9	6.9	9.8	15.0	18.3				OTH.	0.3		

OCT-NOV		B'DCAST AUD. 23.2 YEAR AGO N.A.		RADIO SHARE ➔							79.3 20.7		◀ TV SHARE		
WQXR	2.6	WJZ	WNBC	WNEW	WCBS	WMGM	WOR	WINS	WABD	WATV	WNBT	WJZ-TV			
WMCA	1.8								7.7	6.5	3.4	2.1			
OTH.	9.6	3.8	7.1	7.2	7.5	11.3	12.6	15.8				OTH.	1.0		

NOV-DEC		B'DCAST AUD. 22.7 YEAR AGO N.A.		RADIO SHARE ➔							81.3 18.6		◀ TV SHARE		
WMCA	2.1	WQXR	WMGM	WJZ	WINS	WNEW	WNBC	WCBS	WOR	WATV	WNBT	WJZ-TV	WPIX		
OTH.	11.4	3.1	4.6	5.7	8.4	9.2	9.6	10.4	16.8	8.6	4.0	3.0	2.1		
												OTH.	0.9		

DEC-JAN		B'DCAST AUD. 23.0 YEAR AGO N.A.		RADIO SHARE ➔							78.8 21.2		◀ TV SHARE		
WMCA	2.6	WMGM	WQXR	WJZ	WINS	WNEW	WCBS	WNBC	WOR	WATV	WNBT	WPIX	WJZ-TV		
OTH.	12.8	3.2	3.4	5.4	7.0	8.4	9.0	9.8	17.2	9.0	4.5	3.5	3.2		
													OTH.		

JAN-FEB		B'DCAST AUD. 21.6 YEAR AGO 23.9		RADIO SHARE ➔							78.2 21.8		◀ TV SHARE		
WMCA	2.5	WQXR	WJZ	WINS	WCBS	WNEW	WNBC	WOR	WATV	WNBT	WJZ-TV	WPIX	WCBS-TV		
WMGM	1.8								9.7	5.3	3.1	2.4	1.0		
OTH.	13.0	4.1	5.4	7.0	8.4	8.8	10.2	17.0				OTH.	0.3		

FEB-MAR		B'DCAST AUD. 20.5 YEAR AGO 23.8		RADIO SHARE ➔							77.7 22.3		◀ TV SHARE		
WMCA	1.7	WMGM	WQXR	WJZ	WINS	WCBS	WNEW	WNBC	WOR	WATV	WNBT	WJZ-TV	WPIX		
OTH.	11.0	3.1	3.4	6.3	7.7	8.2	9.7	10.3	16.4	8.2	6.7	3.3	2.3		
													WCBS-TV		
													1.6		
													OTH.		
													0.2		

NEW YORK

SHARE OF BROADCAST AUDIENCE

MORNING

Sum of Station Shares in Random Homes=100%. Exceptions Due to Tabulation Technicalities.
 Averages Based on Sampling Conducted First Week of Each Month.
 Stations With Less Than 1.0 Included in Others.

MON. THRU FRI.

8:00 A.M. - 12:00 NOON

NOTE: N.A. (NOT AVAILABLE)

FEB-MAR		B'DCAST AUD. 17.1 YEAR AGO N.A.	RADIO SHARE ➡					96.9	2.8
WTNS	1.4		WNBC	WNEW	WOR	WJZ	WCBS		
WOV	2.0								
WQXR	2.2								
WMCA	1.8		10.4	12.9	14.4	14.7	26.4		
WJEM	2.8								
OTH.	7.9								

MAR-APR		B'DCAST AUD. 16.6 YEAR AGO N.A.	RADIO SHARE ➡					97.8	2.3
WTNS	1.6		WNBC	WNEW	WOR	WJZ	WCBS		
WOV	1.3	WJEM							
WQXR	2.2								
WMCA	1.8	3.3	10.2	12.7	14.1	14.4	27.6		
OTH.	8.6								

APR-MAY		B'DCAST AUD. 15.8 YEAR AGO N.A.	RADIO SHARE ➡					98.0	1.9
WTNS	1.3		WNBC	WNEW	WOR	WJZ	WCBS		
WOV	1.3	WJEM							
WQXR	2.6								
WMCA	1.9	3.0	10.8	12.8	14.3	14.8	27.1		
OTH.	8.0								

MAY-JUN		B'DCAST AUD. 15.0 YEAR AGO N.A.	RADIO SHARE ➡					98.3	1.6
WTNS	1.6		WNBC	WNEW	WOR	WJZ	WCBS		
WOV	1.5	WQXR							
WMCA	2.0	WJEM							
OTH.	7.3	3.0 3.0	11.4	13.5	13.7	14.8	26.5		

JUN-JUL		B'DCAST AUD. 13.7 YEAR AGO N.A.	RADIO SHARE ➡					97.2	2.7
WTNS	2.3		WNBC	WNEW	WOR	WJZ	WCBS		
WOV	1.4	WJEM							
WQXR	2.5								
WMCA	2.6	4.8	10.1	13.4	13.7	13.8	26.5		
OTH.	6.1								

JUL-AUG		B'DCAST AUD. 12.4 YEAR AGO N.A.	RADIO SHARE ➡					97.0	3.1
WTNS	2.7		WNBC	WNEW	WOR	WJZ	WCBS		
WOV	1.6	WJEM							
WQXR	2.4								
WMCA	2.7	5.5	9.1	13.9	14.3	14.5	24.6		
OTH.	5.7								

AUG-SEP		B'DCAST AUD. 12.5 YEAR AGO N.A.		RADIO SHARE ➡					97.7	2.3
WINS	2.7	WQXR	WMGM	WNBC	WJZ	WNEW	WOR	WCBS		
WOV	1.2									
WMCA	2.4	3.2	5.4	8.2	14.7	14.8	14.9	23.7		
OTH.	6.5									

SEP-OCT		B'DCAST AUD. 13.4 YEAR AGO N.A.		RADIO SHARE ➡					97.9	2.1
WINS	1.8	WQXR	WMGM	WNBC	WNEW	WJZ	WOR	WCBS		
WMCA	2.1									
OTH.	6.9	3.4	4.5	9.1	13.5	14.4	15.5	25.7		

OCT-NOV		B'DCAST AUD. 13.7 YEAR AGO N.A.		RADIO SHARE ➡					98.4	1.5
WINS	1.3	WMGM	WQXR	WNBC	WNEW	WJZ	WOR	WCBS		
WOV	1.5									
WMCA	2.0	3.0	3.5	10.5	13.6	14.2	14.7	27.0		
OTH.	6.9									

NOV-DEC		B'DCAST AUD. 14.2 YEAR AGO N.A.		RADIO SHARE ➡					98.2	1.5
WINS	1.5	WQXR	WMGM	WNBC	WNEW	WOR	WJZ	WCBS		
WOV	1.6									
WMCA	2.3	3.6	3.6	10.2	13.3	14.5	14.9	25.3		
OTH.	7.4									

DEC-JAN		B'DCAST AUD. 15.5 YEAR AGO N.A.		RADIO SHARE ➡					98.6	1.4
WMCA	2.3	WQXR	WMGM	WNBC	WNEW	WOR	WJZ	WCBS		
WOV	1.5									
OTH.	9.2	3.2	3.8	9.0	13.4	15.1	16.9	24.2		

JAN-FEB		B'DCAST AUD. 15.2 YEAR AGO 16.4		RADIO SHARE ➡					98.4	1.6
WMCA	1.9	WQXR	WMGM	WNBC	WJZ	WOR	WNEW	WCBS		
WOV	1.7									
WINS	1.6	3.1	3.2	8.9	14.6	14.8	14.9	26.2		
OTH.	7.5									

FEB-MAR		B'DCAST AUD. 15.9 YEAR AGO 17.1		RADIO SHARE ➡					98.6	1.4
WMGM	2.9	WQXR	WNBC	WOR	WJZ	WNEW	WCBS			
WOV	1.8									
WINS	1.8	3.4	9.6	13.0	14.7	15.6	26.9			
WMCA	1.7									
OTH.	7.1									

NEW YORK

SHARE OF BROADCAST AUDIENCE

AFTERNOON

Sum of Station Shares in Random Homes = 100%. Exceptions Due to Tabulation Technicalities.
 Averages Based on Sampling Conducted First Week of Each Month.
 Stations With Less Than 1.0 Included in Others.

MON. THRU FRI.

12:00 NOON-6:00 P.M.

NOTE: N.A.--(NOT AVAILABLE)

FEB-MAR		B'DCAST AUD. 17.6 YEAR AGO N.A.	RADIO SHARE ➡							86.1	14.9	◀ TV SHARE		
WOV	2.5		WNEW	WOR	WJZ	WNBC	WCBS	WNBT	WATV	WABD	OTH.			
WQXR	2.3	WLCA	8.3	10.0	10.9	16.1	22.1	5.2	4.1	3.0	2.6			
WJGM	1.9													
WINS	1.7	3.0												
OTH.	7.3													

MAR-APR		B'DCAST AUD. 16.9 YEAR AGO N.A.	RADIO SHARE ➡							90.1	10.6	◀ TV		
WINS	2.9		WNEW	WOR	WJZ	WNBC	WCBS	WNBT	WATV	WABD	OTH.			
WLCA	2.8		7.7	9.9	10.7	17.0	21.5	4.3	1.9	2.2				
WQXR	2.6													
WOV	2.4													
WJGM	1.5													
OTH.	11.1													

APR-MAY		B'DCAST AUD. 15.8 YEAR AGO N.A.	RADIO SHARE ➡							89.5	10.6	◀ TV		
WQXR	2.4		WNEW	WOR	WJZ	WNBC	WCBS	WNBT	WATV	WABD	WJZ-TV			
WOV	2.2	WLCA	7.1	8.7	10.1	16.0	19.5	3.4	1.9	1.3	1.1			
OTH.	10.1	3.6	4.4	5.4										

MAY-JUN		B'DCAST AUD. 14.8 YEAR AGO N.A.	RADIO SHARE ➡							88.9	11.1	◀ TV SHARE		
WOV	2.1		WNEW	WOR	WJZ	WNBC	WCBS	WCBS-TV	WNBT	WATV	WABD			
WQXR	1.7	WLCA	7.4	8.6	8.2	14.8	18.4	2.9	2.4	1.4	1.0			
OTH.	8.2	5.4	7.8											

JUN-JUL		B'DCAST AUD. 14.8 YEAR AGO N.A.	RADIO SHARE ➡							86.9	13.1	◀ TV SHARE		
WQXR	2.2		WNEW	WOR	WJZ	WNBC	WCBS	WCBS-TV	WNBT	WATV	WABD			
WOV	1.7	WLCA	7.2	8.8	8.8	12.4	18.3	2.3	2.2	1.8	2.8			
OTH.	8.7	5.5	7.3											

JUL-AUG		B'DCAST AUD. 14.6 YEAR AGO N.A.	RADIO SHARE ➡							86.7	13.3	◀ TV SHARE		
WQXR	2.4		WNEW	WOR	WJZ	WNBC	WCBS	WCBS-TV	WNBT	WATV	WABD			
WOV	1.3	WLCA	7.7	8.9	8.1	11.5	18.4	2.3	1.9	1.8	2.3			
OTH.	8.9	5.5	7.8											

AUG-SEP		B'DCAST AUD. 15.0 YEAR AGO N.A.	RADIO SHARE ➡							84.6	15.3	◀ TV SHARE
WQXR	2.2										WPIX 2.8	
WOV	1.2	WJZ	WJCA	WOR	WNEW	WMGM	WINS	WNBC	WCBS	WABD	WCBS-TV	WATV 2.6
OTH.	8.3	5.2	5.4	7.4	8.5	8.8	9.2	10.8	17.6	4.2	3.8	WNBT 1.5
												OTH. 0.4

SEP-OCT		B'DCAST AUD. 14.6 YEAR AGO N.A.	RADIO SHARE ➡							82.8	17.3	◀ TV SHARE	
WQXR	2.3											WNBT 2.8	
WOV	1.3	WJCA	WJZ	WINS	WMGM	WNEW	WOR	WNBC	WCBS	WCBS-TV	WATV	WPIX	WABD 2.4
OTH.	9.3	3.8	5.7	6.2	6.3	7.9	8.3	12.8	18.9	4.5	3.8	3.1	OTH. 0.7

OCT-NOV		B'DCAST AUD. 13.5 YEAR AGO N.A.	RADIO SHARE ➡							83.0	17.0	◀ TV SHARE	
WMGM	2.8												WABD 2.6
WINS	2.7												WCBS-TV 2.4
WQXR	2.5		WJZ	WNEW	WOR	WNBC	WCBS	WATV	WNBT	WPIX	WABD	OTH.	1.4
WJCA	2.3		7.0	8.9	9.1	15.7	21.5	5.6	3.8				1.2
WOV	1.4												
OTH.	9.1												

NOV-DEC		B'DCAST AUD. 15.0 YEAR AGO N.A.	RADIO SHARE ➡							80.6	19.3	◀ TV SHARE	
WMGM	2.5												
WINS	2.2												
WQXR	2.2		WJZ	WNEW	WOR	WNBC	WCBS	WATV	WNBT	WCBS-TV	WABD	OTH.	1.9
WJCA	2.1		6.5	9.7	9.9	14.6	20.5	6.5	4.8	3.1	3.0		
WOV	1.4												
OTH.	9.1												

DEC-JAN		B'DCAST AUD. 17.0 YEAR AGO N.A.	RADIO SHARE ➡							77.5	22.5	◀ TV SHARE	
WMGM	2.5												
WQXR	2.3												
WJCA	2.1		WJZ	WNEW	WOR	WNBC	WCBS	WATV	WNBT	WABD	WCBS-TV	OTH.	1.3
WOV	1.8		4.1	9.6	10.8	14.3	19.4	7.8	5.9	4.2	3.3		
WINS	1.8												
OTH.	8.9												

JAN-FEB		B'DCAST AUD. 17.3 YEAR AGO 17.6	RADIO SHARE ➡							76.6	23.4	◀ TV SHARE	
WQXR	2.9												
WINS	2.6												
WJCA	2.4		WJZ	WOR	WNEW	WNBC	WCBS	WATV	WABD	WNBT	WCBS-TV	WPIX	OTH.
WOV	2.4		4.6	9.3	9.7	12.5	19.4	8.3	5.3	5.2	3.0		0.4
WMGM	2.1												
OTH.	8.8												

FEB-MAR		B'DCAST AUD. 17.4 YEAR AGO 17.6	RADIO SHARE ➡							76.4	23.6	◀ TV SHARE	
WINS	2.9												
WJCA	2.9												
WQXR	2.5		WJZ	WOR	WNEW	WNBC	WCBS	WATV	WABD	WNBT	WCBS-TV	WPIX	OTH.
WOV	1.9		5.5	9.1	9.6	12.3	19.5	7.5	7.1	4.2	3.0		0.7
WMGM	1.7												
OTH.	8.5												

NEW YORK

SHARE OF BROADCAST AUDIENCE

MORNING

Sum of Station Shares in Random Homes = 100%. Exceptions Due to Tabulation Technicalities.
 Averages Based on Sampling Conducted First Week of Each Month.
 Stations With Less Than 1.0 Included in Others.

SATURDAY

8:00 A.M. - 12:00 NOON

NOTE: N.A. - (NOT AVAILABLE)

FEB-MAR		B'DCAST AUD. 15.7 YEAR AGO N.A.		RADIO SHARE ➡							98.7 1.2	
WOV	1.5	WINS	WQXR	WMGM	WJZ	WOR	WNBC	WNEW	WCBS			
WMCA	2.5											
OTH.	8.0	3.4	3.4	5.2	6.8	12.9	14.0	19.9	21.0			
MAR-APR		B'DCAST AUD. 15.1 YEAR AGO N.A.		RADIO SHARE ➡							98.9 1.1	
WOV	1.7	WQXR	WMGM	WINS	WJZ	WOR	WNBC	WCBS	WNEW			
WMCA	1.7											
OTH.	9.0	3.3	3.3	4.0	5.0	14.0	16.6	19.4	20.9			
APR-MAY		B'DCAST AUD. 14.7 YEAR AGO N.A.		RADIO SHARE ➡							99.1 0.9	
WQXR	2.6	WINS	WMGM	WJZ	WOR	WCBS	WNBC	WNEW				
WOV	1.4											
OTH.	8.4	3.3	3.3	6.7	15.9	16.2	17.8	23.5				
MAY-JUN		B'DCAST AUD. 14.1 YEAR AGO N.A.		RADIO SHARE ➡							98.6 1.5	
WOV	2.0	WQXR	WMGM	WJZ	WOR	WNBC	WCBS	WNEW				
WINS	2.7											
OTH.	7.6	3.2	5.2	7.0	14.2	14.2	17.4	25.1				
JUN-JUL		B'DCAST AUD. 11.8 YEAR AGO N.A.		RADIO SHARE ➡							98.3 1.6	
WOV	2.6	WQXR	WMGM	WJZ	WNBC	WOR	WCBS	WNEW				
WINS	2.6											
OTH.	11.3	3.5	6.2	7.4	9.1	12.1	19.1	24.4				
JUL-AUG		B'DCAST AUD. 10.8 YEAR AGO N.A.		RADIO SHARE ➡							97.9 2.1	
WOV	1.3	WQXR	WMGM	WJZ	WNBC	WOR	WCBS	WNEW				
WMCA	1.6											
WINS	2.9											
WQXR	2.2	5.7	7.3	10.5	13.3	16.2	26.1					
OTH.	10.6											

AUG-SEP		B'DCAST AUD. YEAR AGO	11.7 N.A.	RADIO SHARE ➡						98.6	11.5
WMCA	1.8	WINS	WMGM	WJZ	WNBC	WOR	WCBS	WNEW			
WQXR	2.7										
OTH.	7.9	3.3	4.8	7.4	8.6	13.1	17.5	31.5			

SEP-OCT		B'DCAST AUD. YEAR AGO	12.6 N.A.	RADIO SHARE ➡						98.1	2.1
WMCA	2.2	WOV	WQXR	WMGM	WINS	WJZ	WNBC	WOR	WCBS	WNEW	
OTH.	7.1	3.0	3.0	3.0	4.4	4.4	8.7	10.6	16.6	35.1	

OCT-NOV		B'DCAST AUD. YEAR AGO	12.7 N.A.	RADIO SHARE ➡						97.0	3.0
WOV	2.9	WINS	WQXR	WJZ	WNBC	WOR	WCBS	WNEW			
WMCA	2.9										
WMGM	2.7	3.7	4.0	6.1	8.5	10.1	16.2	33.0			
OTH.	6.9										

NOV-DEC		B'DCAST AUD. YEAR AGO	12.5 N.A.	RADIO SHARE ➡						98.3	1.8
WOV	2.4	WINS	WQXR	WJZ	WNBC	WOR	WCBS	WNEW			
WMCA											
WMGM		3.0	3.0	3.8	5.6	6.2	10.2	13.1	16.4	29.0	
OTH.	5.6										

DEC-JAN		B'DCAST AUD. YEAR AGO	13.0 N.A.	RADIO SHARE ➡						99.7	0.3
WMCA	1.8	WOV	WMGM	WINS	WJZ	WQXR	WNBC	WOR	WCBS	WNEW	
OTH.	6.7	3.2	3.5	3.5	4.9	6.0	14.1	14.5	15.2	26.2	

JAN-FEB		B'DCAST AUD. YEAR AGO	12.9 14.9	RADIO SHARE ➡						100.0
WINS	2.5	WMGM	WJZ	WQXR	WOR	WNBC	WCBS	WNEW		
WOV	2.1									
WMCA	1.1	3.2	3.6	4.6	12.1	14.3	16.4	30.0		
OTH.	10.0									

FEB-MAR		B'DCAST AUD. YEAR AGO	14.1 15.7	RADIO SHARE ➡						100.0
WOV	1.3	WMCA	WQXR	WMGM	WINS	WJZ	WOR	WNBC	WCBS	WNEW
OTH.	9.3	3.0	3.0	3.3	4.0	5.7	10.0	15.0	15.0	30.3

Sum of Station Shares in Random Homes = 100%. Exceptions Due to Tabulation Technicalities.
 Averages Based on Sampling Conducted First Week of Each Month.
 Stations With Less Than 1.0 Included in Others.

SATURDAY

12:00 NOON-6:00 P.M.

NOTE: N.A. (NOT AVAILABLE)

FEB-MAR		B'DCAST AUD. 18.7 YEAR AGO N.A.	RADIO SHARE ➡										90.0	10.5	◀ TV
WQXR	2.1	WMCA	WQXR	WINS	WNBC	WMGM	WOR	WCBS	WNEW	WJZ	WATV	WABD	2.3		
OTH.	10.6	3.7	3.9	4.7	4.8	4.9	9.3	13.6	15.6	16.3	6.1	OTH.	2.1		

MAR-APR		B'DCAST AUD. 17.7 YEAR AGO N.A.	RADIO SHARE ➡										88.2	12.6	◀ TV SHARE
WQXR	2.8	WMCA	WMGM	WNBC	WINS	WOR	WJZ	WCBS	WNEW	WATV	WNBT	WABD	2.2		
WTV	2.6	3.5	4.3	4.5	5.3	10.1	12.0	15.8	15.9	5.1	3.0	WPIX	1.8		
OTH.	11.4											OTH.	0.5		

APR-MAY		B'DCAST AUD. 17.6 YEAR AGO N.A.	RADIO SHARE ➡										86.2	13.9	◀ TV SHARE
WTV	2.2	WQXR	WNBC	WMCA	WJZ	WINS	WMGM	WOR	WNEW	WCBS	WNBT	WPIX	WATV	WCBS-TV	
OTH.	10.1	3.5	3.7	4.1	4.2	8.4	9.7	10.1	14.2	16.0	3.8	3.5	3.3	3.3	

MAY-JUN		B'DCAST AUD. 18.4 YEAR AGO N.A.	RADIO SHARE ➡										84.8	15.2	◀ TV SHARE
WCBS	2.6	WJZ	WQXR	WMCA	WOR	WNEW	WINS	WCBS	WMGM	WCBS-TV	WPIX	WATV	2.0		
WTV	1.4	3.6	3.8	6.3	8.1	10.8	11.7	13.8	14.9	7.3	4.3	WNBT	1.5		
OTH.	7.8														

JUN-JUL		B'DCAST AUD. 17.4 YEAR AGO N.A.	RADIO SHARE ➡										83.0	16.0	◀ TV SHARE
WQXR	2.9	WNBC	WJZ	WOR	WMCA	WNEW	WCBS	WINS	WMGM	WPIX	WCBS-TV	WATV	2.5		
WTV	1.2	3.1	3.9	7.1	7.4	9.9	12.2	13.4	15.4	8.1	4.5	OTH.	0.9		
OTH.	6.5														

JUL-AUG		B'DCAST AUD. 16.3 YEAR AGO N.A.	RADIO SHARE ➡										82.8	17.2	◀ TV SHARE
WQXR	2.7	WNBC	WJZ	WMCA	WOR	WCBS	WNEW	WINS	WMGM	WPIX	WABD	WATV	1.5		
OTH.	8.3	3.0	4.2	5.0	7.5	9.8	9.9	15.6	16.8	6.7	5.8	3.2	OTH.	1.5	

AUG-SEP		B'DCAST AUD. 15.4 YEAR AGO N.A.	RADIO SHARE ➡										81.3 18.7		◀ TV SHARE		
WNBC 2.5 OTH. 9.3	WQXR 3.1	WJZ 3.5	WMCA 3.8	WOR 7.8	WCBS 9.5	WNEW 10.3	WINS 14.4	WMGM 17.1	WPIX 7.0	WABD 6.1	WATV 2.8 WNBT 1.7 OTH. 1.1						
SEP-OCT		B'DCAST AUD. 16.4 YEAR AGO N.A.	RADIO SHARE ➡										76.4 23.6		◀ TV SHARE		
WOV 1.1 OTH. 11.2	WQXR 3.5	WMCA 4.1	WNBC 4.1	WJZ 5.3	WINS 6.6	WOR 7.7	WMGM 10.0	WNEW 10.5	WCBS 12.3	WPIX 10.5	WABD 5.5	WNBT 3.7	WATV 3.5	OTH. 1.1			
OCT-NOV		B'DCAST AUD. 18.7 YEAR AGO N.A.	RADIO SHARE ➡										72.5 27.4		◀ TV SHARE		
WMCA 2.4 WOV 1.2 OTH. 10.9	WQXR 3.7	WINS 4.0	WNBC 5.5	WJZ 6.1	WMGM 7.1	WOR 7.1	WCBS 12.2	WNEW 12.3	WNBT 8.5	WABD 5.9	WPIX 5.6	WATV 4.4	WCBS-TV 2.4 OTH. 0.6				
NOV-DEC		B'DCAST AUD. 19.0 YEAR AGO N.A.	RADIO SHARE ➡										78.2 21.6		◀ TV SHARE		
WMCA 2.1 WOV 1.7 OTH. 8.8	WQXR 3.3	WINS 4.1	WOR 5.5	WMGM 6.6	WNBC 8.4	WJZ 9.7	WNEW 12.4	WCBS 15.6	WNBT 7.1	WATV 5.7	WJZ-TV 2.6 WPIX 2.6 WCBS-TV 2.5 WABD 1.1						
DEC-JAN		B'DCAST AUD. 18.5 YEAR AGO N.A.	RADIO SHARE ➡										83.1 16.9		◀ TV SHARE		
WMCA 2.5 WQXR 2.8 WOV 1.5 OTH. 10.8	WINS 3.0	WOR 4.3	WMGM 4.6	WNBC 7.6	WNEW 13.1	WJZ 14.5	WCBS 18.6	WATV 9.6	WJZ-TV 2.3 WCBS-TV 1.5 OTH. 1.0								
JAN-FEB		B'DCAST AUD. 18.0 YEAR AGO 18.6	RADIO SHARE ➡										80.5 19.5		◀ TV SHARE		
WQXR 2.6 WOV 1.9 OTH. 12.6	WMCA 3.8	WNBC 3.8	WINS 4.1	WMGM 4.4	WOR 4.9	WNEW 13.1	WJZ 14.2	WCBS 15.2	WATV 12.1	WPIX 2.7 WJZ-TV 1.8 WCBS-TV 1.3 WOR-TV 1.2 OTH. 0.4							
FEB-MAR		B'DCAST AUD. 18.9 YEAR AGO 18.7	RADIO SHARE ➡										80.2 19.8		◀ TV SHARE		
WMCA 2.5 WOV 1.3 OTH. 11.2	WQXR 3.2	WNBC 3.2	WMGM 3.7	WINS 4.7	WOR 7.8	WNEW 11.8	WCBS 14.7	WJZ 16.2	WATV 10.5	WPIX 4.7	WJZ-TV 2.3 WOR-TV 1.1 OTH. 1.1						

SHARE OF BROADCAST AUDIENCE

Sum of Station Shares in Random Homes = 100%. Exceptions Due to Tabulation Technicalities.
Averages Based on Sampling Conducted The First And Third Weeks Of Each Month.
Stations With Less Than 1.0 Included in Others.
Change From Last Report Shown in Parenthesis ().

FEBRUARY-MARCH, 1950

SUNDAY		B'DCAST AUD. 40.1 YEAR AGO		RADIO SHARE ➡				52.2 47.8		◀ TV SHARE		
WQXR 1.6 WNEW 1.0 OTH. 3.9	WOR 8.5 (-1.1)	WJZ 11.2 (+0.4)	WNBC 12.2 (-0.8)	WCBS 13.7 (-0.4)	WCBS-TV 18.1 (+0.6)	WNBT 17.7 (+0.2)	WABD 4.5 (0.0)	WJZ-TV 4.0 (+0.6)	WPIX 2.2	WATV 1.4		

MONDAY		B'DCAST AUD. 42.4 YEAR AGO		RADIO SHARE ➡				51.7 48.3		◀ TV SHARE		
WMGM 1.7 WQXR 1.6 WOV 1.0 OTH. 3.5	WNEW 3.2 (-0.3)	WJZ 4.8 (+0.2)	WOR 8.5 (+0.9)	WNBC 8.9 (-0.8)	WCBS 18.4 (-1.9)	WCBS-TV 21.3 (+1.5)	WNBT 13.0 (+2.5)	WABD 5.9 (-1.4)	WPIX 5.0 (-0.4)	WATV 3.0 (-0.7)		

TUESDAY		B'DCAST AUD. 40.8 YEAR AGO		RADIO SHARE ➡				50.1 49.9		◀ TV SHARE		
WQXR 1.7 WMGM 1.3 OTH. 5.2	WNEW 4.9 (+0.7)	WJZ 5.1 (-0.9)	WOR 7.2 (-0.1)	WNBC 11.5 (-0.5)	WCBS 13.2 (-0.5)	WNBT 24.9 (+0.5)	WABD 8.6 (+0.3)	WCBS-TV 8.2 (+0.1)	WPIX 3.6 (+0.1)	WATV 2.4 WOR-TV 2.1 OTH. 0.1		

WEDNESDAY		B'DCAST AUD. 39.5 YEAR AGO		RADIO SHARE ➡				53.4 46.6		◀ TV SHARE		
WQXR 2.1 WMGM 1.9 OTH. 4.0	WNEW 4.0 (-0.1)	WJZ 5.9 (-0.5)	WOR 8.6 (-0.1)	WNBC 11.4 (+0.3)	WCBS 15.6 (-1.1)	WNBT 15.9 (+1.2)	WCBS-TV 12.9 (-1.3)	WABD 7.9 (+1.9)	WATV 3.2 (+0.5)	WOR-TV 2.4 WPIX 2.3 WJZ-TV 2.0		

THURSDAY		B'DCAST AUD. 39.1 YEAR AGO		RADIO SHARE ➡					50.3 49.7		TV SHARE ◀			
WQXR	1.5	WNEW		WOR	WJZ	WNBC	WCBS	WNBT	WABD	WJZ-TV	WCBS-TV	WPIX	WATV	WOR-TV
WMGM	1.2												2.4	
OTH.	4.5	4.4 (-1.0)	5.5 (-0.6)	7.1 (-0.3)	9.8 (-2.0)	16.2 (-0.5)	11.5 (0.0)	10.4 (+2.0)	9.9 (+1.0)	8.4 (+0.4)	4.9 (+0.5)	2.3		

FRIDAY		B'DCAST AUD. 37.8 YEAR AGO		RADIO SHARE ➡					48.3 51.7		TV SHARE ◀			
WQXR	1.7	WNEW		WOR	WCBS	WNBC	WJZ	WNBT	WCBS-TV	WABD	WATV	WPIX	WOR-TV	WJZ-TV
WMGM	1.3												3.5	2.4
WOV	1.3	5.1 (+0.3)	6.3 (-0.5)	8.5 (-1.6)	8.7 (-0.2)	11.8 (-1.5)	16.9 (+1.3)	12.1 (+1.9)	5.7 (-0.2)	5.6 (+0.5)	5.5 (-0.1)	3.5 (+0.1)		
OTH.	3.5													

SATURDAY		B'DCAST AUD. 35.5 YEAR AGO		RADIO SHARE ➡					49.6 50.4		TV SHARE ◀			
WQXR	1.6	WJZ	WNEW	WNBC	WOR	WCBS	WNBT	WCBS-TV	WABD	WJZ-TV	WPIX	WATV	WOR-TV	
WMGM	1.4												3.1	
OTH.	6.1	3.1 (-0.1)	6.2 (-0.7)	8.7 (+0.3)	8.9 (-1.2)	13.6 (+0.5)	11.7 (+8.9)	10.2 (-4.7)	10.0 (-0.6)	5.5 (-1.4)	5.4 (0.0)	4.5 (+0.3)	3.1 (+0.3)	

AVERAGE		B'DCAST AUD. 39.3 YEAR AGO 35.9		RADIO SHARE ➡					50.9 49.1		TV SHARE ◀			
WQXR	1.7	WNEW	WJZ	WOR	WNBC	WCBS	WNBT	WCBS-TV	WABD	WPIX	WJZ-TV	WATV	WOR-TV	
WMGM	1.4												1.9	
OTH.	4.8	4.1 (-0.1)	7.0 (-0.4)	7.7 (-0.3)	10.2 (-0.6)	14.3 (-0.8)	16.0 (+1.9)	13.1 (-0.2)	7.5 (+0.3)	4.1 (+0.1)	3.3 (-0.2)	3.2 (+0.1)		

FEBRUARY-MARCH, 1950

Sum of Station Shares in Random Homes = 100%. Exceptions Due to Tabulation Technicalities.
Averages Based on Sampling Conducted The First Week of Each Month.
Stations With Less Than 1.0 Included in Others.
Change From Last Report Shown in Parenthesis ().

SUNDAY		B'DCAST AUD. 20.5 YEAR AGO 23.8		RADIO SHARE ➡								77.7 22.3		← TV SHARE	
WMCA	1.7	WMGM	WQXR	WJZ	WINS	WCBS	WNEW	WNBC	WOR	WATV	WNBT	WJZ-TV	WCBS-TV	OTH.	
OTH.	11.0	3.1 (-1.3)	3.4 (-0.7)	6.3 (+0.9)	7.7 (+0.7)	8.2 (-0.2)	9.7 (+0.9)	10.3 (+0.1)	16.4 (-0.6)	8.2 (-1.5)	6.7 (+1.4)	3.3 (+0.2)	1.6 (-0.2)	0.2	

MONDAY		B'DCAST AUD. 17.7 YEAR AGO		RADIO SHARE ➡						78.5 21.5		← TV SHARE	
WMCA	2.9	WQXR	WINS	WJZ	WOR	WNEW	WNBC	WCBS	WABD	WATV	WNBT	WCBS-TV	OTH.
WOV	1.8												
WMGM	1.6	3.4 (+0.7)	3.6 (+1.2)	6.0 (+1.5)	8.8 (-0.6)	9.0 (+0.6)	14.2 (+1.1)	19.3 (+0.2)	7.1 (+0.1)	6.9 (-1.5)	3.5 (-1.4)	3.1 (-0.1)	0.9
OTH.	7.8												

TUESDAY		B'DCAST AUD. 17.1 YEAR AGO		RADIO SHARE ➡						75.7 24.3		← TV SHARE	
WMCA	2.4	OTH.	10.7	WJZ	WNEW	WOR	WNBC	WCBS	WATV	WABD	WNBT	WCBS-TV	OTH.
WOV	2.4												
WINS	1.8			5.6 (+1.7)	9.2 (-1.7)	10.3 (-0.4)	11.6 (-1.1)	19.0 (+2.4)	8.1 (-0.8)	7.5 (+1.6)	4.3 (+0.8)	3.4 (-0.1)	0.9
WMGM	1.4												
WQXR	1.3												

WEDNESDAY		B'DCAST AUD. 17.3 YEAR AGO		RADIO SHARE ➡						76.6 23.4		← TV SHARE	
WINS	2.7	WMCA	WJZ	WNEW	WOR	WNBC	WCBS	WATV	WABD	WNBT	WCBS-TV	OTH.	
WOV	2.5												
WQXR	2.1	3.8 (+0.7)	5.2 (+0.7)	8.9 (0.0)	9.8 (+0.2)	11.8 (-0.4)	21.3 (+1.3)	8.0 (-0.8)	6.4 (+2.2)	5.3 (-2.1)	2.3 (-0.1)	1.4	
WMGM	1.1												
OTH.	7.3												

THURSDAY		B'DCAST AUD. 17.7 YEAR AGO		RADIO SHARE ➡						76.5 23.5		◀ TV SHARE	
WINS	2.8	OTH.	8.5	WJZ	WOR	WNEW	WNBC	WCBS	WABD	WATV	WNBT	WCBS-TV 2.7	
WMGM	2.8											WPIX 1.9	
WQXR	2.7			5.5	10.1 (-0.5)	10.2 (+1.3)	11.3 (-0.5)	18.7 (-2.4)	7.3 (+2.2)	6.6 (-1.0)	3.2 (-0.9)	WJZ-TV 1.7	
WMCA	2.7			(+0.3)									
WOV	1.2												

FRIDAY		B'DCAST AUD. 17.4 YEAR AGO		RADIO SHARE ➡						74.4 25.6		◀ TV SHARE	
WMCA	2.9	WQXR	WINS	WJZ	WOR	WNEW	WNBC	WCBS	WATV	WABD	WNBT	WCBS-TV 1.2	
WOV	1.8											WPIX 1.2	
WMGM	1.3	3.1 (-0.4)	3.5 (+0.8)	5.1 (+0.1)	6.2 (-0.2)	10.4 (-0.8)	12.7 (-0.2)	19.5 (-0.7)	8.0 (0.0)	7.1 (+2.9)	4.6 (-1.3)	3.4 (-0.1)	
OTH.	8.0											WJZ-TV 1.2	

MON. THRU FRI.		B'DCAST AUD. 17.4 YEAR AGO 17.6		RADIO SHARE ➡						76.4 23.6		◀ TV SHARE	
WINS	2.9	OTH.	8.5	WJZ	WOR	WNEW	WNBC	WCBS	WATV	WABD	WNBT	WCBS-TV 0.7	
WMCA	2.9											WPIX 0.7	
WQXR	2.5			5.5	9.1 (-0.2)	9.6 (-0.1)	12.3 (-0.2)	19.5 (+0.1)	7.5 (-0.8)	7.1 (+1.8)	4.2 (-1.0)	3.0 (0.0)	
WOV	1.9			(+0.9)								OTH.	
WMGM	1.7												

SATURDAY		B'DCAST AUD. 18.9 YEAR AGO 18.7		RADIO SHARE ➡						80.2 19.8		◀ TV SHARE	
WMCA	2.5	WQXR	WNBC	WMGM	WINS	WOR	WNEW	WCBS	WJZ	WATV	WPIX	WJZ-TV 2.3	
WOV	1.3											WOR-TV 1.8	
OTH.	11.2	3.2 (+0.6)	3.2 (-0.6)	3.7 (-0.7)	4.7 (+0.6)	7.8 (+2.9)	11.8 (-1.3)	14.7 (-0.5)	16.2 (+2.0)	10.5 (-1.6)	4.7 (+2.0)	OTH.	

NEW YORK

SHARE OF BROADCAST AUDIENCE

MORNING
(8:00 A.M.-NOON)

FEBRUARY-MARCH, 1950

Sum of Station Shares in Random Homes = 100%. Exceptions Due to Tabulation Technicalities.
Averages Based on Sampling Conducted The First Week Of Each Month.
Stations With Less Than 1.0 Included in Others.
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MON. THRU FRI.		B'DCAST AUD. 15.9 YEAR AGO 17.1		RADIO SHARE ➡					98.6	1.4					
WMGM	2.9	WQXR	3.4	WNBC	9.6 (+0.7)	WOR	13.0 (-1.8)	WJZ	14.7 (+0.1)	WNEW	15.6 (+0.7)	WCBS	26.9 (+0.7)	WABD	1.4
WOV	1.8		(+0.3)												
WINS	1.8														
WMCA	1.7														
OTHERS	7.1														

SATURDAY		B'DCAST AUD. 14.1 YEAR AGO 15.7		RADIO SHARE ➡					100.0										
WOV	1.3	WMCA	3.0	WQXR	3.0	WMGM	3.3	WINS	4.0	WJZ	5.7	WOR	10.0 (-2.1)	WNBC	15.0 (-1.4)	WCBS	15.0 (+0.7)	WNEW	30.3 (+0.3)
OTHERS	9.3		(+1.9)		(-1.6)		(+0.1)		(+1.5)		(+2.1)								

SHARE OF BROADCAST AUDIENCE

COMPARISON OF RADIO & TELEVISION BY NETWORK AFFILIATION

COMBINED RADIO & TV SHOWN IN PARENTHESIS () SUN, THRU SAT.

(8:00-11:00 P.M.)

ABC

WJZ WJZ-TV

FEB-MAR 15.5 1.7 (17.2)

FEB-MAR

21.9 5.5 (27.4)

MAR-APR 15.0 2.1 (17.0)

MAR-APR

21.3 6.5 (27.8)

APR-MAY 13.5 2.7 (16.2)

APR-MAY

19.9 7.1 (27.0)

MAY-JUN 12.2 3.1 (15.3)

MAY-JUN

18.2 7.1 (25.3)

JUN-JUL 10.7 3.2 (13.9)

JUN-JUL

15.8 6.5 (22.3)

JUL-AUG 9.1 3.1 (12.2)

JUL-AUG

13.5 5.6 (19.1)

AUG-SEP 8.6 3.7 (12.3)

AUG-SEP

15.0 6.4 (21.4)

SEP-OCT 8.6 4.1 (12.7)

SEP-OCT

17.2 8.6 (25.8)

OCT-NOV 8.2 4.2 (12.4)

OCT-NOV

17.5 10.4 (27.9)

NOV-DEC 8.1 4.2 (12.3)

NOV-DEC

17.2 11.6 (28.8)

DEC-JAN 7.7 3.9 (11.6)

DEC-JAN

15.9 13.3 (29.2)

JAN-FEB 7.4 3.5 (10.9)

JAN-FEB

15.1 13.3 (28.4)

FEB-MAR 7.0 3.3 (10.3)

FEB-MAR

14.3 13.1 (27.4)

CBS

WCBS WCBS-TV

21.9 5.5 (27.4)

21.3 6.5 (27.8)

19.9 7.1 (27.0)

18.2 7.1 (25.3)

15.8 6.5 (22.3)

13.5 5.6 (19.1)

15.0 6.4 (21.4)

17.2 8.6 (25.8)

17.5 10.4 (27.9)

17.2 11.6 (28.8)

15.9 13.3 (29.2)

15.1 13.3 (28.4)

14.3 13.1 (27.4)

SHARE OF BROADCAST AUDIENCE

COMPARISON OF RADIO & TELEVISION BY NETWORK AFFILIATION

COMBINED RADIO & TV SHOWN IN PARENTHESIS ()

SUN., THRU SAT.
(6:00-11:00 P.M.)

