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Richmond, Va.

Report # 14

Fall-Winter, 1945-1946

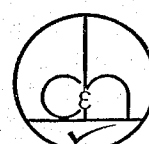
Continuing Measurement of Radio Listening

STATION HOOPERATINGS

Inasmuch as this Report is based on sampling the telephone homes in this city, the audience measurements contained herein do not reflect station service in the "outside" listening area. This copy has been issued to

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OCTOBER, 1945 thru FEBRUARY, 1946



C. E. HOOPER, INC.

RADIO AUDIENCE MEASUREMENTS

Chicago NEW YORK Hollywood

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HOOPER STATION LISTENING INDEX

City Zone

CITY: RICHMOND, VA.

MONTHS: OCTOBER, 1945 THRU FEBRUARY, 1946

Total Coincidental Calls—This Period 41,091

SHARE OF AUDIENCE

INDEX	SETS- IN-USE	WLEE	WMBG	WRNL	WRVA							OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	15.6	8.7	8.9	41.4	41.0							0.0	6,097
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	17.5	11.4	25.2	28.1	35.0							0.3	9,132
EVENING SUN. THRU SAT. 6:00 P.M.—10:30 P.M.	29.9	6.9	38.3	15.2	39.3							0.3	19,139
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	20.7	16.1	23.3	24.4	36.0							0.2	3,671
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	13.9	12.7	18.1	34.5	34.2							0.5	3,052
TOTAL* RATED TIME PERIODS	20.9	9.3	28.1	24.5	37.9							0.2	41,091

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are "Not at home," those who are "Not listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" computation is "Total Homes Called."

*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

NOTE: No interviewing conducted during the World Series broadcasts used in this Report.

The Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX."

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