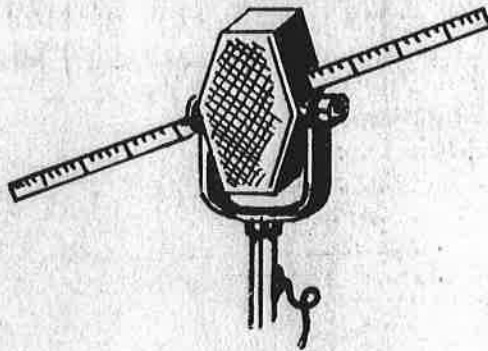


NEW YORK CITY  
RADIO STATION AUDIENCES

May 23, 1941

6:00 AM - 6:00 PM



Survey Conducted by

THE PULSE OF NEW YORK  
1674 Broadway  
New York, N.Y.

This study demonstrates a method for measuring the radio audience by the personal interview technique.

This is a brief report on how we believe the New York radio audience should be measured. On the following pages details on technique as well as sample (actual) results are shown.

## HOW THE TECHNIQUE WORKS

This method of measurement of the radio audience utilizes the established "aided recall" technique in the personal interview. Each person interviewed, who reports that the radio had been on for the period in question, is shown the roster of the radio programs. As he looks over the roster he indicates the programs which had been tuned in on the radio.

The morning programs from 6:00 AM to 12:00 Noon are covered by interviewing in the afternoon;\* the afternoon programs from 12:00 Noon to 6:00 PM are covered by interviewing in the evening; the evening programs from 6:00PM to 12:00 Mid-night are covered the following morning.

By making use of the personal interview technique a representative sample of the city is selected. This is the only method that insures a scientific selection including economic levels; geographic distribution; all age groups; men and women; national and racial extractions. This means both Telephone and Non-Telephone homes.

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\* See the appendix for a section of the questionnaire covering the morning programs.

## WHAT WE DID **MAX 22**

On this day we put our technique to a test. The programs from 6:00 AM to 6:00 PM were studied. In 24 sections of the city, our field staff made 1000 personal ~~door-to-door~~ interviews.\* These 1000 interviews were distributed in four boroughs as follows:

Brooklyn	370
Bronx	190
Manhattan	260
Queens	180

The staff made 500 interviews with the ~~roster~~ of the morning radio programs during the afternoon from 12:00 to 6:00 PM. Then they made 500 more with the roster of the afternoon radio programs ~~during~~ the evening from 6:00 to 10:00 PM.

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\* See the appendix for these sections and also for the economic and telephone ownership distributions.

WHAT WE FOUND

We have developed audience figures for each radio station for every program period from 6:00 AM to 6:00 PM. Further, these data have been tabulated separately for Telephone and non-Telephone families. Striking differences have been found between them. For example.....

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TELEPHONE VS NON-TELEPHONE AUDIENCE

Helen Trent

12:30 WABC

%

Telephone Homes	2.6
Non-Telephone Homes	6.6

The Goldberg's

8:15 WOR

%

Telephone Homes	9.7
Non-Telephone Homes	8.3

Mary Marlin

11:00 WRAF

%

Telephone Homes	2.6
Non-Telephone Homes	4.5

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TELEPHONE VS NON-TELEPHONE AUDIENCE

The Women of Tomorrow

9:00 WJZ

%

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Telephone Homes	.4
Non-Telephone Homes	8.3

Kate Smith Speaks

12:00 WABC

%

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Telephone Homes	4.4
Non-Telephone Homes	8.5

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TELEPHONE VS NON-TELEPHONE AUDIENCE

Make Believe Ballroom

10:00 WHEW  
%

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Telephone Homes	3.4
Non-Telephone Homes	8.7

Baseball

4:45 WOR  
%

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Telephone Homes	5.3
Non-Telephone Homes	8.8

News

7:00 WOR  
%

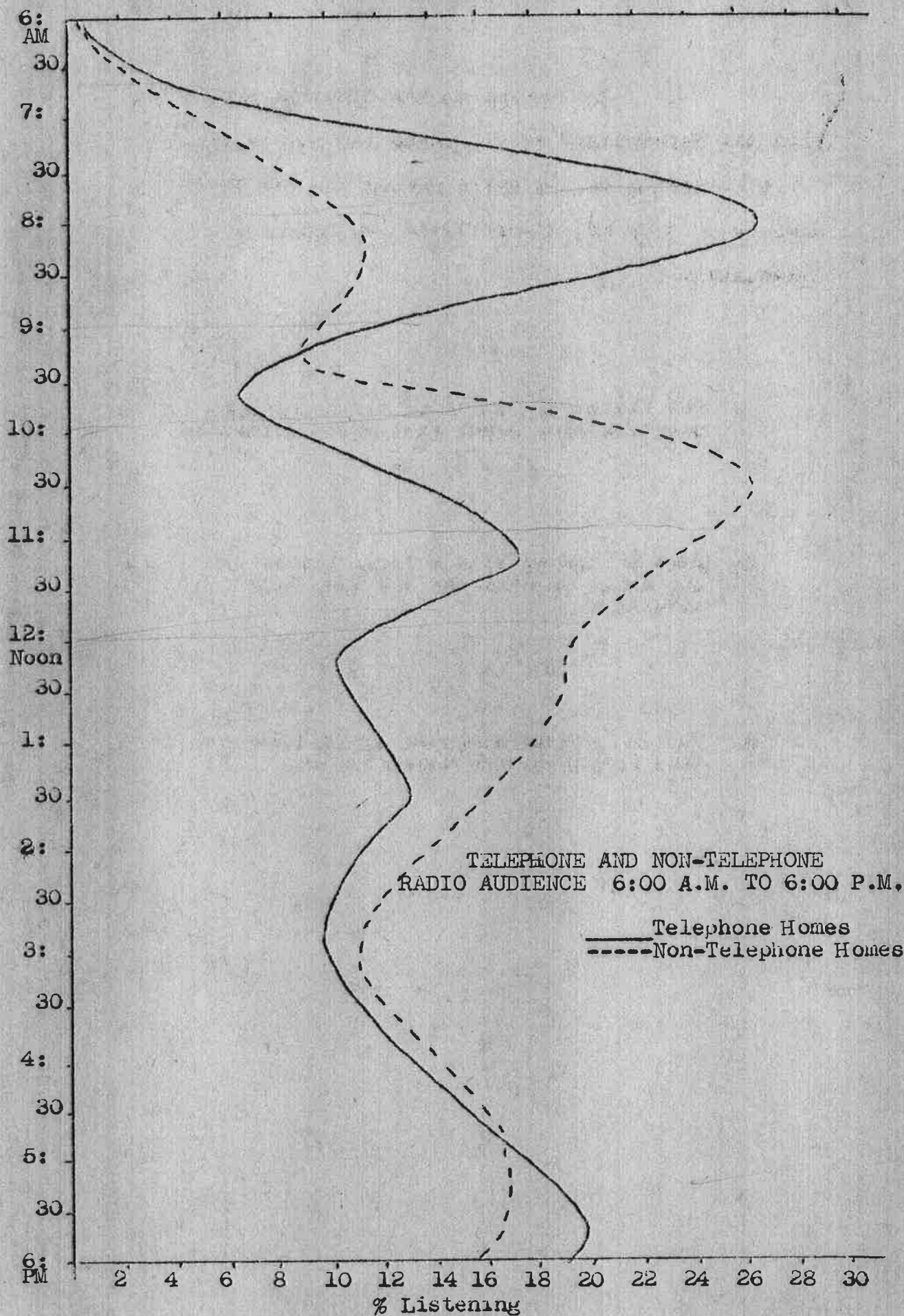
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Telephone Homes	5.1
Non-Telephone Homes	2.3



The curves on the opposite page show the percentages of telephone and non-telephone homes listening to the radio during the day from 6:00 AM to 6:00 PM. Three facts are apparent immediately.

1. The listening habits of telephone and non-telephone homes show sharp contrasts.
2. More of the telephone homes listen in the early morning and the very late afternoon.
3. In the late morning and early afternoon more non-telephone homes listen.



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ACTUAL RESULTS FOR 11:00 AM TO 12:00 NOON

In this table the ratings obtained in telephone and non-telephone homes are shown separately. This analysis of the data by the two types of homes was made in order to reveal the importance of basing audience ratings on both telephone and non-telephone families. Once the regular survey is established, only ratings based on the total sample will be computed.

The figures show the percent of the total sample listening to each program. Although the results are given to tenths of a percent, these tenths are not to be considered significant. They are included in order to show measurements and trends. The sum of the separate entries may not add to the total because of the process of rounding off to the nearest tenth.

Complete results covering the period from 6:00 AM to 6:00 PM are available by quarter hours by stations.

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RADIO STATION AUDIENCES

Friday, May 22, 1941

11:00-11:15 AM

	% Listening		
	Telephone	Non-Telephone	
WNEW	5.5	9.1	Make Believe Ballroom
WEAF	2.6	4.5	Mary Marlin-Dramatic Sketch
WOR	3.8	3.4	Transradio News
WABC	2.6	2.3	Treat Time-music variety
WOV	.9	2.6	News, Garuffi Dra. <del>Sketch</del>
WIN	.4	1.1	Bruce Wendell Music Show
WJZ	.4	1.1	Viennese Ensemble
WQXR	.9	.4	Musis of Bach
WINS	-	-	Notes to You
WMCA	-	-	Ian Bailey Allen-Women <del>Pop.</del>
Misc.	-	.8	
Total % Listening	17.0	25.3	
Total Persons Interviewed	235	265	

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RADIO STATION AUDIENCES

Friday, May 23, 1941

11:15-11:30 AM

	% Listening		
	<u>Telephone</u>	<u>Non-Telephone</u>	
WHEW	5.5	9.8	Make Believe Ballroom
WABC	3.4	3.8	Martha Webster Serial
WRAF	2.6	3.4	Pepper Young Family
WCV	2.1	2.3	Angelo Gloria Drama Co.
WOR	1.3	1.5	Bessie Beatty-Women Hour
WHN	.4	1.6	Bruce Wendell Music Shop
WJZ	.9	1.1	Viennese Ensemble
WQXR	.9	.4	Music of Nash
WINS	-	-	Notes to You
WCA	-	-	Ida Bailey Allen-Women Page
Miss.	-	.8	
Total % Listening	17.0	24.5	
Total Persons Interviewed	235	266	

RADIO STATION AUDIENCES

Friday, May 23, 1941

11:30 - 11:45 AM

	% Listening		
	Telephone	Non-Telephone	
WABC	4.7	6.4	Big Sister-Dramatic Sketch
WEAF	1.7	3.4	Lone Journey-Dramatic Sketch
WOV	1.3	2.6	Ralph Padi and Sketch
WWSW	2.1	1.5	Keys to Happiness(F. Freeba)
WHN	.4	1.9	Bruce Wendell Music Shop
WOR	.4	1.5	Bessie Beatty-Women Hear
WINS	.9	-	Racing Scratch., Music Interlude
WQXR	.4	.4	Reward for Listening
WJZ	-	.4	Richard Kent-Traveling Cook
WMCA	-	-	The Town Gossip
Misc.	-	.8	
Total % Listening	11.9	18.9	
Total Persons Interviewed	235	265	

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RADIO STATION AUDIENCES

Friday, May 23, 1941

11:45 - 12:00

	% Listening		
	<u>Telephone</u>	<u>Non-Telephone</u>	
WABC	4.3	4.5	Aunt Jenny's Stories
WEAF	1.7	4.9	David Harum-Drama.Sketch
WHEW	3.0	3.4	Bing Crosby(recorded),News
WOY	.9	2.6	Peppino Manna and Trio
WOR	.4	2.3	Bessie Beatty-Women Hour
WHN	.4	1.5	Rhythm in the Morning
WQXR	.9	.4	Reward for Listening
WINS	.4	-	Music of Today
WJZ	-	.4	Andrini Continentales
WMCA	.4	-	Matinee Melodies
Misc.	-	.8	
Total % Listening	12.4	20.8	
Total Persons Interviewed	235	265	

The differences between results based on telephone and non-telephone homes do not follow any constant relationship. The ratings fluctuate because of the nature of the program, the hour, and the station. Therefore, the truest rating will be one which is based on a complete sample of telephone and non-telephone radio listeners.



**APPENDIX**



RADIO OWNERSHIP

98.1 or 98.1% own one or more radios

SECTIONS OF CITY COVERED

Brooklyn

Bay Ridge  
Eastern Parkway  
Brownsville  
Bensonhurst  
Flatbush  
Gravesend

Bronx

Fordham Heights  
Morrisania  
Gun Hill Road  
St. Mary's Park  
Westchester Heights

Manhattan

Washington Heights  
Lower East Side  
Greenwich Village  
Yorkville  
Central Park West  
Fifth Ave. (East of  
Central Park)  
Chelsea

Queens

Flushing  
Jamaica  
South Jamaica  
Forest Hills  
Jackson Heights  
Sunnyside

ECONOMIC DISTRIBUTION

UPPER (includes the prosperous and upper middle class-----	30 %
MIDDLE (lower middle class and those "getting by"-----	40 %
LOWER (poor)-----	30 %

TELEPHONE OWNERSHIP

	<u>Morning Roster</u>	<u>Afternoon Roster</u>
Telephone Homes	42%	45%
Non-Telephone Homes	22%	55%

RADIO OWNERSHIP

981 or 98.1% own one or more radios

SECTIONS OF THE CITY COVERED

BROOKLYN

Bay Ridge  
Eastern Parkway  
Brownsville  
Bensonhurst  
Flatbush  
Gravesend

BRONX

Fordham Heights  
Morrisania  
Gun Hill Road  
St. Mary's Park  
Westchester Heights

MANHATTAN

Washington Heights  
Lower East Side  
Greenwich Village  
Yorkville  
Central Park West  
Fifth Avenue (East of  
Central Park)  
Chelsea

QUEENS

Flushing  
Jamaica  
South Jamaica  
Forest Hills  
Jackson Heights  
Sunnyside

ECONOMIC DISTRIBUTION

Upper (includes the prosperous and upper middle class)-----	30%
Middle (lower middle class and those "getting by"-----)	40%
Lower (poor)-----	30%

TELEPHONE OWNERSHIP

	<u>Morning</u> <u>Roster</u>	<u>Afternoon</u> <u>Roster</u>
Telephone Homes	47%	45%
Non-Telephone Homes	53%	55%