



INTRODUCTION

RADIO HOOPERATINGS

METHOD

Every figure appearing in this Report is a percentage, either using as 100% the total sample during the period reported on (example: "Radio Sets-in-Use" and "Ratings"), or, in the case of "Share of Radio Audience" comparisons, using as 100% that segment of the sample that was found listening during the period reported on.

All percentages contained in this Report are based on data secured by telephone interviews under precise rules and regulations set forth in "HOOPER RADIO REPORTERS' FIELD MANUAL", which achieves uniformity and comparability in the field work during all time periods, between all stations, programs, networks, cities, etc. These rules apply to the detailed procedure to be followed by the interviewer in asking the following "duplex-accidental" questions and recording the answers to:

"This is a Hooper Radio Survey"

"Were you listening to the radio when the telephone rang just now?"

If YES, ask:

- a) *"To what program, please?"*
- b) *"Will you please look at the dial and tell me to what number you are now tuned?"*
- c) *"What station do you get at that number?"*

"Is anyone else in your home listening to any other radio now?"

- a) *"To what program, please?"*
- b) *"What is the dial number and station, please?"*

If NO, ask:

"Is anyone in your home listening to the radio now?"

- a) *"To what program, please?"*
- b) *"Will you please look at the dial and tell me to what number it is now tuned?"*
- c) *"What station do you get at that number?"*

"About fifteen minutes ago, between (example) 7:00 and 7:15, did you or anyone in your home listen to the radio?"

If YES, ask:

- a) *"Was anyone else in your home listening to any other radio at that time?"*
- a) *"To what program and station, please?"*

THE SAMPLE

The size of the total random home sample varies directly with the length of the program or time period reported. The random home sample is approximately as follows per reported period:

Mon.-Fri.

1 Hr. Daytime

1200

The sample upon which this Report is based is a random selection of telephone homes located within the Non-Toll-Call area of this city. Inasmuch as the sample does not include homes outside the Non-Toll-Call area, the Report does not measure the total Audience to any station.

DEFINITIONS

- 1) "Radio Sets-in-Use" is the percentage of Total Homes which are listening to the radio. Where listening to a second program over a second radio set is reported in a home, that fact is reflected in both the "Radio Sets-in-Use" and in the individual station and/or time period ratings.
- 2) "Ratings" are the average size of the audience to the particular program and/or station. The name of the station, of the program, of identifiable talent, or of the sponsor is accepted as evidence of listening to a particular station.
- 3) "Share of Radio Audience" represents the proportion of the total radio audience listening to a particular program and/or station. This share, being unaffected by seasonal variations which may affect the size of both the Hooperating and the Sets, serves as a continuous comparative index to the program's and/or station's "competitive pull".
- 4) "Other AM, FM" includes local or distant radio stations "mentioned" which individually do not consistently total 1.0% of the listeners during the period reported on.