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HOOPER STATION AUDIENCE INDEX

City Zone

MONTHS: OCTOBER, 1949 THRU FEBRUARY, 1950

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

NORFOLK-PORTSMOUTH-NEWPORT NEWS AVERAGE RATING OF REPORTED STATIONS: _____
Total Coincidental Calls—This Period _____ 43,472

Weekday Morning 1.9
Weekday Afternoon 2.1
Evening 5.8

SHARE OF BROADCAST AUDIENCE

TIME	HOMES USING SETS	WCAV	WGH+ WGH-FM (ABC)	WHYU	WLOW	WNOR	WRVA+ WRVC (CBS)	WSAP+ WSAP-FM (MBS)	WTAR+ WTAR-FM (NBC)	WVEC	FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	17.0	6.9	13.5	0.8	3.8	16.6	14.4	4.9	36.2	1.8	1.0	6,322
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	19.1	(10.9†)	9.2	(0.6†)	(2.9†)	14.8	15.4	6.3	39.0	(1.9†)	1.0	9,418
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	30.1		13.8			10.8	24.1	8.9	39.4		2.9	17,611
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	22.7	(5.3†)	14.4	(1.1†)	(5.2†)	25.1	8.8	13.3	25.3	(1.7†)	1.6	3,779
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	18.0	(13.5†)	11.8	(0.6†)	(5.3†)	18.8	11.9	6.9	28.3	(2.4†)	1.9	6,342
TOTAL* RATED TIME PERIODS	NOT	REPORTED	IN	NORFOLK-PORTSMOUTH-NEWPORT NEWS								

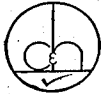
† The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU, WLOW, WVEC sign off at local sunset.
The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU, WLOW, WVEC sign off at local sunset.
"SHARE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station. Base for "HOMES-USING-SETS" computation is "Total Homes Called".
Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions.

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

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HOOPER STATION AUDIENCE INDEX

City Zone

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

MONTHS: OCTOBER-NOVEMBER, 1949

Total Coincidental Calls—This Period 17,145

SHARE OF BROADCAST AUDIENCE

TIME	HOMES USING SETS	WCAV	WGHP- WGHP-FM (ABC)	WHYU	WLOW	WNOR	WRVA (CBS)	WSAP+ WSAP-FM (MBS)	WTAR+ WTAR-FM (NBC)	WVEC	FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	15.8	7.4	12.0	0.9	3.7	16.7	12.7	6.2	37.0	2.2	1.3	2,359
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	16.7	(7.9†)	10.4	(0.6†)	(1.8†)	16.4	17.0	5.5	38.2	(2.8†)	1.1	3,741
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	28.6		13.5			11.0	23.8	8.9	40.4		2.3	7,007
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	23.2	(4.6†)	17.2	(1.5†)	(3.8†)	27.4	6.3	11.6	25.7	(1.9†)	1.7	1,513
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	18.4	(10.3†)	12.4	(1.1†)	(6.9†)	15.2	13.2	7.2	28.6	(4.0†)	2.5	2,525
TOTAL* RATED TIME PERIODS	NOT	REPORTED	IN NORFOLK-PORTSMOUTH-NEWPORT NEWS									

† The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU, WLOW, WVEC sign off at 5:30 P.M. in October and at 5:00 P.M. in November.

"SHARE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station. Base for "HOMES-USING-SETS" computation is "Total Homes Called".

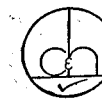
Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions. NOTE: No interviewing was conducted during the World Series broadcasts.

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

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HOOPER STATION AUDIENCE INDEX

City Zone

MONTHS: NOVEMBER-DECEMBER, 1949

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 17,172

SHARE OF BROADCAST AUDIENCE

TIME	HOMES USING SETS	WCAV	WGH+ WGH-FM (ABC)	WHYU	WLOW	WNOR	WRVA+ WRVC (CBS)	WSAP+ WSAP-FM (MBS)	WTAR+ WTAR-FM (NBC)	WVEC	FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	17.3	7.2	14.1	1.1	3.3	15.5	14.1	5.5	37.4	1.1	0.6	2,347
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	19.1	(8.7†)	9.8	(1.0†)	(2.9†)	13.5	15.4	6.8	41.7	(2.5†)	0.8	3,749
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	30.5		13.4			11.1	23.7	8.6	41.0		2.2	7,020
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	22.9	(4.6†)	16.1	(2.1†)	(2.9†)	32.8	7.0	10.7	22.1	(2.9†)	1.3	1,517
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	19.1	(12.2†)	12.0	(0.3†)	(5.6†)	17.4	9.7	7.9	33.1	(1.8†)	1.8	2,539
TOTAL* RATED TIME PERIODS	NOT REPORTED IN NORFOLK-PORTSMOUTH-NEWPORT NEWS											

† The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU, WLOW, WVEC sign off at 5:00 P.M. in November, and at 4:45 PM in December.

"SHARE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station. Base for "HOMES-USING-SETS" computation is "Total Homes Called".

Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions.

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HOOPER STATION AUDIENCE INDEX

City Zone

MONTHS: DECEMBER, 1949-JANUARY, 1950

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 17,419

SHARE OF BROADCAST AUDIENCE

TIME	HOMES USING SETS	WCAV	WGH+ WGH-FM (ABC)	WHYU	WLOW	WNOR	WRVA+ WRVC (CBS)	WSAP+ WSAP-FM (MBS)	WTAR+ WTAR-FM (NBC)	WVEC	FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	18.5	6.6	14.9	0.7	3.4	15.7	15.7	4.9	35.5	1.5	1.0	2,525
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	20.9	(11.5†)	8.1	(0.9†)	(3.5†)	14.4	14.1	7.8	40.0	(1.6†)	1.2	3,774
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	30.8		13.5			10.4	23.6	9.2	39.8		3.5	7,070
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	21.8	(6.8†)	12.5	(0.9†)	(5.6†)	25.3	7.8	16.0	23.8	(2.1†)	1.8	1,512
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	17.6	(15.5†)	10.6	(0.6†)	(4.7†)	21.4	8.8	8.0	29.4	(1.1†)	2.0	2,538
TOTAL* RATED TIME PERIODS	NOT	REPORTED	IN NORFOLK-PORTSMOUTH-NEWPORT NEWS									

† The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU, WLOW, WVEC sign off at 4:45 PM in December, and at 5:15 PM in January.

* "SHARE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station. Base for "HOMES-USING-SETS" computation is "Total Homes Called".

Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions.

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HOOPER STATION AUDIENCE INDEX

City Zone

MONTHS: JANUARY - FEBRUARY, 1950

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 17,470

SHARE OF BROADCAST AUDIENCE

TIME	HOMES USING SETS	WCAV	WGHP+ WGH-FM (ABC)	WHYU	WLOW	WNOR	WRVA+ WRVC (CBS)	WSAP+ WSAP-FM (MBS)	WTAR+ WTAR-FM (NBC)	WVEC	FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	17.3	5.8	13.0	0.3	4.2	18.0	15.6	4.0	36.2	1.6	1.3	2,532
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	20.1	(14.1†)	7.9	(0.3†)	(3.4†)	14.1	15.7	5.8	37.9	(1.3†)	1.0	3,805
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	31.3		14.4			10.3	24.7	9.0	38.3		3.3	7,052
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	22.2	(5.3†)	11.0	(0.8†)	(7.2†)	20.0	12.4	14.8	26.9	(1.5†)	1.4	1,505
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	17.5	(16.6†)	11.9	(0.5†)	(3.5†)	21.8	14.0	5.7	23.4	(1.6†)	1.8	2,545
TOTAL* RATED TIME PERIODS	NOT	REPORTED	IN NORFOLK-PORTSMOUTH-NEWPORT NEWS									

† The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU, WLOW, WVEC sign off at 5:15 PM in January, and at 5:45 PM in February.

"SHARE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station. Base for "HOMES-USING-SETS" computation is "Total Homes Called".

Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions.

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HOOPER STATION AUDIENCE INDEX

City Zone

MONTHS: OCTOBER, 1948 THRU FEBRUARY, 1949

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

NORFOLK-PORTSMOUTH-NEWPORT NEWS AVERAGE RATING OF REPORTED STATIONS:
Total Coincidental Calls—This Period 43,788

Weekday Morning 2.5
Weekday Afternoon 2.7
Evening 7.2

SHARE OF AUDIENCE

TIME	SETS- IN-USE	WCAV	WGH+ WGH-FM	WHYU	WLOW	WRVA	WSAP+ WSAP-FM	WTAR+ WTAR-FM			FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	17.6	7.6	18.0	2.4	2.5	13.8	7.5	46.4			1.8	6,365
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	19.4	(8.8†)	14.6	(2.4†)	(1.5†)	16.2	9.4	47.4			1.3	9,523
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	29.2		13.9			19.9	10.6	54.3			1.3	17,732
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	18.9	(5.8†)	16.3	(1.8†)	7.0	14.1	19.3	34.2			3.6	3,823
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	16.1	(13.1†)	14.2	(3.1†)	(5.4†)	13.1	13.0	36.8			2.8	6,345
TOTAL* RATED TIME PERIODS	NOT	REPORTED	IN NORFOLK-PORTSMOUTH-NEWPORT NEWS									

† The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU and WLOW sign off at local sunset. The "SHARE OF AUDIENCE" is computed from the total station mentions secured from the coincidental questions "What program, please?" and "What station, please?" asked of persons found to be listening to the radio or looking at television. Excluded from this base ("Total Mentions") are those who are "Not at Home," those who are "Not looking or listening" and those who, although they may have reported listening to the radio or looking at television, are unable to identify the station. Base "Sets-in-Use" computation is "Total Homes Called."

Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions. NOTE: No interviewing was conducted during the World Series broadcasts.

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HOOPER STATION LISTENING INDEX

City Zone

MONTHS: OCTOBER-NOVEMBER, 1948

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 17,364

SHARE OF AUDIENCE

TIME	SETS- IN-USE	WCAV	WGH+ WGH-FM	WHYU	WLOW	WRVA	WSAP+ WSAP-FM	WTAR+ WTAR-FM			FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	17.6	9.7	14.4	1.5	1.8	13.3	5.9	50.8			2.6	2,536
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	18.5	(8.6†)	15.3	(2.1†)	(1.5†)	14.7	9.0	49.0			1.5	3,799
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	29.2		12.9			17.3	8.9	59.4			1.5	6,957
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	17.4	(7.6†)	15.1	(2.8†)	(9.5†)	14.7	15.1	34.5			3.0	1,523
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	16.3	(10.7†)	16.4	(2.7†)	(6.9†)	10.9	12.6	38.3			3.2	2,549
TOTAL* RATED TIME PERIODS	NOT	REPORTED	IN NORFOLK-PORTSMOUTH-NEWPORT NEWS									

NOTE: No interviewing was conducted during the World Series broadcasts.
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.

† The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU and WLOW sign off at 5:30 P.M. in October and at 5:00 P.M. in November.

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

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HOOPER STATION LISTENING INDEX

City Zone

MONTHS: NOVEMBER-DECEMBER, 1948

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 17,425

SHARE OF AUDIENCE

TIME	SETS- IN-USE	WCAV	WGH- WGH-FM	WHYU	WLOW	WRVA	WSAP+ WSAP-FM	WTAR+ WTAR-FM			FM, TV & OTHERS	HOMES CALLED	
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	18.4	7.7	21.1	2.2	1.7	13.8	7.5	44.1			1.9	2,542	
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	19.9	(9.1†)	16.0	(2.2†)	(1.7†)	16.1	10.5	45.3			1.7	3,798	
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	28.5		12.9			18.4	10.5	56.5			1.7	7,013	
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	19.5	(7.1†)	17.2	(0.9†)	(7.1†)	14.1	17.9	36.6			2.0	1,524	
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	16.3	(13.1†)	10.4	(2.2†)	(5.3†)	12.5	15.0	41.1			3.1	2,548	
TOTAL* RATED TIME PERIODS	NOT	REPORTED	IN NORFOLK-PORTSMOUTH-NEWPORT NEWS										

† The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU and WLOW sign off at 5:00 P.M. in November and at 4:45 P.M. in December. 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.

Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions.

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HOOPER STATION AUDIENCE INDEX

City Zone

MONTHS: DECEMBER, 1948-JANUARY, 1949

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 17,429

SHARE OF AUDIENCE

TIME	SETS- IN-USE	WCAV	WGH+ WGH-FM	WHYU	WLOW	WRVA	WSAP+ WSAP-FM	WTAR+ WTAR-FM			FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	17.7	5.4	21.5	3.3	2.6	11.8	10.3	43.3			11.8	2,543
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	20.0	(8.8†)	13.8	(2.9†)	(1.8†)	18.0	10.9	45.5			0.8	3,788
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	29.4		12.9			21.4	12.5	51.6			1.6	7,016
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	21.1	(5.3†)	16.5	(0.9†)	(6.7†)	13.3	21.8	34.7			3.5	1,528
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	15.4	(14.6†)	11.6	(2.2†)	(4.8†)	14.2	14.5	37.7			2.4	2,554
TOTAL* RATED TIME PERIODS	NOT	REPORTED	IN NORFOLK - PORTSMOUTH - NEWPORT NEWS									

† The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU and WLOW sign off at 4:45 P.M. in December and at 5:15 P.M. in January.

The Hooper "STATION AUDIENCE INDEX" is computed from the total station mentions secured from the coincidental questions "What program, please?" and "What station, please?" asked of persons found to be listening to the radio or looking at television. Excluded from this base ("Total Mentions") are those who are "Not at Home," those who are "Not looking or listening" and those who, although they may have reported listening to the radio or looking at television, are unable to identify the station. Base for "Sets-in-Use" computation is "Total Homes Called."

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HOOPER STATION AUDIENCE INDEX

City Zone

MONTHS: JANUARY - FEBRUARY, 1949

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 17,379

SHARE OF AUDIENCE

TIME	SETS- IN-USE	WCAV	WGH+ WGH-FM	WHYU	WLOW	WRVA	WSAP+ WSA P-FM	WTAR+ WTAR-FM				FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	16.8	6.0	17.6	3.3	3.5	15.2	8.1	44.2				2.1	2,560
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	20.0	(9.9†)	12.9	(2.4†)	(1.3†)	17.7	8.5	47.0				1.6	3,806
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	29.6		15.1			22.4	11.4	50.2				0.9	6,957
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	19.0	(4.8†)	16.1	(1.3†)	(6.1†)	14.6	21.8	31.8				5.0	1,534
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	16.1	(13.9†)	16.4	(4.1†)	(5.0†)	15.2	12.1	31.0				2.9	2,522
TOTAL* RATED TIME PERIODS	NOT REPORTED IN NORFOLK-PORTSMOUTH-NEWPORT NEWS												

† The above measurements are adjusted to compensate for the fact that Radio Stations WCAV, WHYU and WLOW sign off at 5:15 P.M. in January and at 5:45 in February.

The Hooper "STATION AUDIENCE INDEX" is computed from the total station mentions secured from the coincidental questions "What program, please?" and "What station, please?" asked of persons found to be listening to the radio or looking at television. Excluded from this base ("Total Mentions") are those who are "Not at Home," those who are "Not looking or listening," and those who, although they may have reported listening to the radio or looking at television, are unable to identify the station. Base for "Sets-in-Use" computation is "Total Homes Called."

Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions. * Every rated hour give equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

The Code of Practice governing the use of "CITY HOOPER RATINGS" applies to this "STATION AUDIENCE INDEX."

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HOOPER STATION LISTENING INDEX

City Zone

MONTHS: OCTOBER, 1947 THRU FEBRUARY, 1948

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 43,890

NORFOLK-PORTSMOUTH-NEWPORT NEWS AVERAGE RATING OF REPORTED STATIONS: Weekday Morning 4.1, Weekday Afternoon 4.5, Evening 8.4

SHARE OF AUDIENCE

TIME	SETS- IN-USE	WCAV††	WGH	WHYU††	WLOW	WRVA	WSAP	WTAR			FM & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	21.7	3.8	22.4	2.4	3.2	11.4	11.0	47.1			1.2	6,368
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	23.5	3.2†	16.1	2.3†	2.6†	17.0	11.1	49.2			1.3	9,530
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	34.3		11.7			17.5	8.7	60.1			2.0	17,802
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	24.2	6.8†	21.6	5.1†	3.3†	10.0	18.0	37.7			3.4	3,818
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	18.4	4.9†	19.6	4.2†	5.4†	15.2	16.6	34.7			3.6	6,372
TOTAL* RATED TIME PERIODS	NOT	REPORTED	IN	NORFOLK-PORTSMOUTH-NEWPORT NEWS, V.A.								

† Adjusted to compensate for the fact that WCAV, WHYU and WLOW sign off at local sunset. 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 was conducted during the World Series broadcasts. See BULLETIN preceding Page 1.

†† WCAV and WHYU measurements based on interviewing conducted after December 14, 1947 and November 1, 1947, respectively. The Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX."

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HOOPER STATION LISTENING INDEX

City Zone

MONTHS: OCTOBER-NOVEMBER, 1947

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 17,544

SHARE OF AUDIENCE

TIME	SETS- IN-USE	WGH	WLOW	WRVA	WSAP	WTAR						FM & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	19.2	25.1	4.1	10.7	13.1	43.4						3.6	2,548
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	20.4	14.4	2.2 †	18.0	12.9	49.6						3.2	3,804
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	33.0	12.8		15.8	10.1	59.8						1.5	7,107
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	21.4	25.5	4.0 †	11.2	17.8	35.7						6.3	1,531
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	19.3	22.1	4.0 †	18.5	17.1	31.8						6.7	2,554
TOTAL* RATED TIME PERIODS	NOT	REPORTED	IN	NORFOLK-PORTSMOUTH-NEWPORT	NEWS								

NOTE: No interviewing was conducted during the World Series broadcasts. 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.

† Adjusted to compensate for the fact that WLOW does not broadcast in the evening.

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

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HOOPER STATION LISTENING INDEX

City Zone

MONTHS: NOVEMBER-DECEMBER, 1947

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 17,582

SHARE OF AUDIENCE

TIME	SETS- IN-USE	WCAV††	WGH	WHYU	WLOW	WRVA	WSAP	WTAR				FM & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	19.1		24.5	3.1	3.1	9.9	14.0	45.4				0.0	2,549
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	22.8		16.7	2.8†	2.6†	18.5	11.3	48.5				0.6	3,817
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	33.3		12.8			16.2	9.1	59.4				2.5	7,140
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	23.2		23.2	4.9†	5.7†	10.8	16.0	36.3				5.2	1,527
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	18.0		19.3	4.1†	5.8†	17.3	17.0	32.8				4.5	2,549
TOTAL* RATED TIME PERIODS	NOT	REPORTED	IN NORFOLK-PORTSMOUTH-NEWPORT NEWS										

† Adjusted to compensate for the fact that WHYU and WLOW sign off at local sunset.
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: WHYU (Newport News) is reported here for the first time.
†† Because WCAV did not start broadcasting until December 14, 1947, no measurements are available for that station 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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HOOPER STATION LISTENING INDEX

City Zone

MONTHS: DECEMBER, 1947-JANUARY, 1948

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 17,581

SHARE OF AUDIENCE

TIME	SETS- IN-USE	WCAV††	WGH	WHYU	WLOW	WRVA	WSAP	WTAR				FM & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	20.3	2.7	22.4	2.5	3.2	11.6	11.0	47.3				0.6	2,550
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	22.1	2.0†	19.2	3.1†	2.4†	16.3	10.3	47.7				1.0	3,822
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	34.2		12.0			18.4	8.2	58.8				2.6	7,135
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	23.7	6.1†	17.7	3.9†	4.3†	8.7	19.7	39.0				3.7	1,524
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	16.7	5.1†	17.7	3.1†	6.5†	13.3	17.4	35.3				4.4	2,550
TOTAL* RATED TIME PERIODS	NOT REPORTED IN NORFOLK-PORTSMOUTH-NEWPORT NEWS												

† Adjusted to compensate for the fact that WHYU and WLOW sign off at local sunset.
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.
†† Only that interviewing conducted since December 14, 1947 has been used in the computation of WCAV's index.
WCAV further adjusted to compensate for the fact that it signs off at local sunset.

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HOOPER STATION LISTENING INDEX

City Zone

MONTHS: JANUARY-FEBRUARY, 1948

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 17,544

SHARE OF AUDIENCE

TIME	SETS- IN-USE	WCAV	WGH + WGH-FM	WHYU	WLOW	WRVA	WSAP + WSAP-FM	WTAR + WTAR-FM				FM & OTHERS	HOMES CALLED	
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	25.3	3.8	19.7	1.8	2.6	11.7	8.9	50.3				1.2	2,547	
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	26.4	3.2†	16.5	2.0†	2.7†	15.8	10.1	49.4				0.9	3,810	
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	35.6		10.5			19.4	7.5	60.4				2.2	7,120	
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	27.2	6.4†	18.9	5.3†	2.0†	9.6	18.1	38.6				2.0	1,524	
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	19.2	5.1†	18.3	4.3†	6.5†	12.1	14.8	38.4				1.6	2,543	
TOTAL* RATED TIME PERIODS	NOT	REPORTED	IN	NORFOLK-PORTSMOUTH-NEWPORT NEWS										

† Adjusted to compensate for the fact that WCAV, WHYU and WLOW sign off at local sunset.
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: Beginning in February, 1948, mentions to those FM and AM stations which duplicate programming are combined as shown in this Index.

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HOOPER STATION LISTENING INDEX

City Zone

MONTHS: OCTOBER, 1946 THRU FEBRUARY, 1947

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 43,491

NORFOLK-PORTSMOUTH-NEWPORT NEWS AVERAGE RATING OF REPORTED STATIONS: Weekday Morning 4.7; Weekday Afternoon 5.4; Evening 8.4

SHARE OF AUDIENCE

INDEX	SETS- IN-USE	WGH	WLOW †	WRVA	WSAP	WTAR					OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	19.5	26.9		9.2	14.4	46.6					2.9	6,317
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	22.2	14.4		15.1	13.5	54.6					2.4	9,447
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	34.6	11.2		15.6	9.8	60.4					3.0	17,653
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	25.5	26.2		15.2	14.7	39.7					4.2	3,783
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	20.5	16.2		15.9	19.7	44.0					4.2	6,291
TOTAL* RATED TIME PERIODS	25.3	16.1		14.4	12.7	53.8					3.0	43,491

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.

† Because WLOW did not start broadcasting until February 2, 1947, no October thru February results are available for that station in this Report. WLOW listeners have been included in "Others".

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

SA-38 NOTE: No interviewing was conducted during the World Series broadcasts. See BULLETIN preceding Page 1.

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HOOPER STATION LISTENING INDEX

City Zone

MONTHS: OCTOBER-NOVEMBER, 1946

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 17,363

SHARE OF AUDIENCE

INDEX	SETS- IN-USE	WGH	WRVA	WSAP	WTAR						OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	18.6	31.1	8.3	13.0	43.9						3.7	2,532
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	21.5	14.7	14.3	12.6	55.1						3.3	3,777
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	33.0	11.6	15.1	10.1	59.8						3.4	7,022
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	25.6	29.0	17.6	11.6	35.4						5.4	1,510
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	21.2	15.5	13.6	14.8	51.7						4.4	2,522
TOTAL* RATED TIME PERIODS	24.5	17.2	13.8	11.8	53.6						3.6	17,363

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 was conducted during the World Series broadcasts.

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

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HOOPER STATION LISTENING INDEX

City Zone

MONTHS: NOVEMBER-DECEMBER, 1946

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 17,402

SHARE OF AUDIENCE

INDEX	SETS- IN-USE	WGH	WRVA	WSAP	WTAR							OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	18.2	27.0	9.7	12.0	47.8							3.5	2,528
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	21.0	15.3	16.0	12.7	53.5							2.5	3,770
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	34.7	10.9	15.2	9.4	60.9							3.6	7,084
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	23.9	28.7	18.1	14.0	37.1							2.1	1,517
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	21.2	19.1	12.7	15.5	49.9							2.8	2,503
TOTAL* RATED TIME PERIODS	24.7	16.5	14.5	11.6	54.3							3.1	17,402

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.

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

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HOOPER STATION LISTENING INDEX

City Zone

MONTHS: DECEMBER, 1946-JANUARY, 1947

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 17,391

SHARE OF AUDIENCE

INDEX	SETS- IN-USE	WGH	WRVA	WSAP	WTAR							OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	19.0	22.7	9.5	15.2	50.9							1.7	2,526
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	22.2	14.6	13.3	14.2	56.9							1.0	3,767
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	35.8	11.3	16.1	9.5	60.2							2.9	7,083
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	24.7	28.5	12.7	16.4	40.6							1.8	1,516
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	17.8	18.0	15.9	23.1	40.1							2.9	2,499
TOTAL* RATED TIME PERIODS	25.3	15.7	14.0	13.2	55.1							2.0	17,391

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.

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

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HOOPER STATION LISTENING INDEX

City Zone

MONTHS: JANUARY-FEBRUARY, 1947

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 17,462

SHARE OF AUDIENCE

INDEX	SETS- IN-USE	WGH	WLOW	WRVA	WSAP	WTAR					OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	21.3	24.2	2.1†	9.5	16.6	47.5					1.1	2,528
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	24.0	13.8	2.8†	16.0	15.0	53.0					0.8	3,795
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	35.4	10.7		15.4	9.6	61.2					3.1	7,096
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	26.8	24.4	2.3†	14.0	15.7	42.0					2.8	1,514
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	21.2	16.8	3.8†	21.4	23.6	33.3					2.7	2,529
TOTAL* RATED TIME PERIODS	NOT	REPORTED	IN NORFOLK-PORTSMOUTH-NEWPORT NEWS									

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.

† Only that interviewing conducted after WLOW started broadcasting on February 2nd has been used in the computation of that station's index. The Weekday Afternoon and Sunday Afternoon Indexes are further adjusted to compensate for sign-off prior to 6:00 P.M.

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HOOPER STATION LISTENING INDEX

City Zone

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

MONTHS: OCTOBER, 1945 THRU FEBRUARY, 1946

Total Coincidental Calls—This Period 37,089

SHARE OF AUDIENCE

INDEX	SETS- IN-USE	WGH	WRVA	WSAP	WTAR							OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	19.7	27.4	12.2	11.4	48.2							0.8	6,302
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	19.8	10.6	14.4	14.5	60.1							0.4	9,434
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	32.1	10.3	17.7	9.6	61.3							1.1	17,596
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	23.7	25.3	15.6	9.9	47.0							2.2	3,757
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	NOT	RATED	IN	NORFOLK-PORTSMOUTH-NEWPORT	NEWS								
TOTAL* RATED TIME PERIODS	24.1	14.7	15.5	11.4	57.4							1.0	37,089

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.

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HOOPER STATION LISTENING INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: OCTOBER-NOVEMBER, 1945

Total Coincidental Calls—This Period 14,717

SHARE OF AUDIENCE

INDEX	SETS- IN-USE	WGH	WRVA	WSAP	WTAR						OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	19.7	26.9	13.4	11.4	47.2						1.1	2,499
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	19.8	9.7	15.9	14.7	59.7						0.0	3,759
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	31.7	11.5	16.7	11.1	59.5						1.2	6,964
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	22.5	27.2	17.1	9.1	45.6						1.0	1,495
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	NOT	RATED	IN	NORFOLK-PORTSMOUTH-NEWPORT NEWS								
TOTAL* RATED TIME PERIODS	23.9	15.1	15.8	12.1	56.2						0.8	14,717

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HOOPER STATION LISTENING INDEX

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

City Zone

MONTHS: NOVEMBER-DECEMBER, 1945

Total Coincidental Calls—This Period 14,678

SHARE OF AUDIENCE

INDEX	SETS- IN-USE	WGH	WRVA	WSAP	WTAR							OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	21.7	27.2	12.6	12.1	47.2							0.9	2,408
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	22.0	9.5	15.9	14.4	59.5							0.7	3,724
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	33.9	10.9	18.0	10.9	59.1							1.1	7,043
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	28.4	21.3	16.6	11.9	48.3							1.9	1,503
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	NOT	RATED	IN	NORFOLK-PORTSMOUTH-NEWPORT	NEWS								
TOTAL* RATED TIME PERIODS	26.4	14.4	16.2	12.2	56.1							1.1	14,678

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HOOPER STATION LISTENING INDEX

City Zone

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

MONTHS: DECEMBER, 1945-JANUARY, 1946

Total Coincidental Calls—This Period 14,766

SHARE OF AUDIENCE

INDEX	SETS- IN-USE	WGH	WRVA	WSAP	WTAR						OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	20.2	29.3	12.7	9.0	48.5						0.5	2,431
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	20.0	11.6	15.0	11.5	60.9						1.0	3,723
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	32.9	10.5	19.4	8.4	61.0						0.7	7,099
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	26.4	23.5	14.5	10.5	49.7						1.8	1,513
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	NOT	RATED	IN	NORFOLK-PORTSMOUTH-NEWPORT NEWS								
TOTAL* RATED TIME PERIODS	24.9	15.4	16.5	9.5	57.8						0.8	14,766

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HOOPER STATION LISTENING INDEX

City Zone

MONTHS: JANUARY - FEBRUARY, 1946.

CITY: NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 14,906

SHARE OF AUDIENCE

INDEX	SETS- IN-USE	WGH	WRVA	WSAP	WTAR							OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	19.6	28.7	9.9	11.5	49.5							0.4	2,542
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	18.9	11.0	12.7	16.4	59.7							0.2	3,783
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	31.0	9.1	18.6	8.8	62.8							0.7	7,077
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	21.7	26.1	17.1	7.7	45.6							3.5	1,504
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	NOT	RATED	IN	NORFOLK-PORTSMOUTH-NEWPORT NEWS									
TOTAL* RATED TIME PERIODS	23.3	14.7	15.0	11.5	58.1							0.7	14,906

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."

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HOOPER STATION LISTENING INDEX

City Zone

CITY: NORFOLK - PORTSMOUTH - NEWPORT NEWS, VA.

MONTHS: OCTOBER, 1944 THRU FEBRUARY, 1945

Total Coincidental Calls—This Period 35,765

SHARE OF AUDIENCE

	WGH	WRVA	WSAP	WTAR							OTHERS	HOMES CALLED
MORNING INDEX												
MON. THRU FRI.											2.4	6,354
8:00 AM - 12:00 N	28.4	12.8	6.1	50.3								
AFTERNOON INDEX												
MON. THRU FRI.											1.2	9,439
12:00 N - 6:00 PM	15.1	15.3	7.5	60.9								
EVENING INDEX												
SUN. THRU SAT.											1.9	17,210
6:00 PM - 10:00 PM	11.6	14.9	8.0	63.6								
SUNDAY AFTERNOON												
12:00 N - 6:00 PM	21.8	14.3	7.2	54.3							2.4	3,775

NOTE: No interviewing conducted during the World Series Broadcasts or on November 7th (Election Day) used in this Index or throughout this Report. See BULLETIN preceding Page 1.

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.

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HOOPER STATION LISTENING INDEX

City Zone

CITY: NORFOLK - PORTSMOUTH - NEWPORT NEWS, VA.

MONTHS: NOVEMBER - DECEMBER, 1944

Total Coincidental Calls—This Period 13,101

SHARE OF AUDIENCE

	WGH	WRVA	WSAP	WTAR							OTHERS	HOMES CALLED
MORNING INDEX												
MON. THRU FRI.											2.8	2,529
8:00 AM - 12:00 N	26.4	11.8	6.8	52.2								
AFTERNOON INDEX												
MON. THRU FRI.											1.2	3,785
12:00 N - 6:00 PM	13.2	14.7	6.2	64.7								
EVENING INDEX												
SUN. THRU SAT.											1.7	6,787
6:00 PM - 10:00 PM	12.2	14.0	7.7	64.4								

NOTE: No interviewing was conducted on November 7th (Election Day).

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HOOPER STATION LISTENING INDEX

City Zone

MONTHS: DECEMBER, 1944 - JANUARY, 1945

CITY: NORFOLK - PORTSMOUTH - NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 13,216

SHARE OF AUDIENCE

	WGH	WRVA	WSAP	WTAR							OTHERS	HOMES CALLED
MORNING INDEX											2.1	2,535
MON. THRU FRI.											OTHERS	HOMES CALLED
8:00 AM - 12:00 N	31.3	12.1	6.3	48.2								
AFTERNOON INDEX											1.0	3,788
MON. THRU FRI.											OTHERS	HOMES CALLED
12:00 N - 6:00 PM	14.2	15.2	8.3	61.3								
EVENING INDEX											1.4	6,893
SUN. THRU SAT.												
6:00 PM - 10:00 PM	11.5	15.0	7.7	64.4								

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HOOPER STATION LISTENING INDEX

City Zone

MONTHS: JANUARY - FEBRUARY, 1945

CITY: NORFOLK - PORTSMOUTH - NEWPORT NEWS, VA.

Total Coincidental Calls—This Period 13,215

SHARE OF AUDIENCE

	WGH	WRVA	WSAP	WTAR								OTHERS	HOMES CALLED
MORNING INDEX MON. THRU FRI. 8:00 AM - 12:00 N	29.3	13.5	4.7	51.1								1.4	2,537
AFTERNOON INDEX MON. THRU FRI. 12:00 N - 6:00 PM	16.1	16.3	7.3	59.2								1.1	3,757
EVENING INDEX SUN. THRU SAT. 6:00 PM - 10:00 PM	11.6	15.0	8.2	63.2								2.0	6,921

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NORFOLK - PORTSMOUTH -
NEWPORT NEWS, VIRGINIA

PERIOD: MID-WINTER, 1943

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HOOVER STATION LISTENING INDEX

CITY:

Total Coincidental Calls - This Period 5,580

INDEX	WGH	WLPM	WRNL	WRVA	WSAP	WTAR						OTHERS	TOTAL CALLS
8:00 AM-10:00 AM Mon. thru Fri.	15.5	1.7	1.7	16.4	0.0	61.2						3.5	1098
10:00 AM-12:00 N Mon. thru Fri.	16.6	2.1	3.4	20.0	3.4	54.5						0.0	1079
8:00 AM-12:00 N Mon. thru Fri.	16.1	1.9	2.7	18.4	1.9	57.5						1.5	2177
12:00 N-3:00 PM Mon. thru Fri.	12.9	0.0	0.0	25.9	0.0	61.2						0.0	792
3:00 PM-6:00 PM Mon. thru Fri.	19.0	1.0	3.0	11.0	1.0	64.0						1.0	803
12:00 N-6:00 PM Mon. thru Fri.	16.2	0.6	1.6	17.8	0.5	62.7						0.6	1595
6:00 PM-8:00 PM Sun. thru Sat.	14.2	0.0	1.1	11.9	0.0	71.6						1.2	819
8:00 PM-10:30 PM Sun. thru Sat.	10.6	0.0	0.4	16.8	2.9	67.4						1.9	989
6:00 PM-10:30 PM Sun. thru Sat.	12.0	0.0	0.7	14.9	1.8	69.0						1.6	1808

The Hoover "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.

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