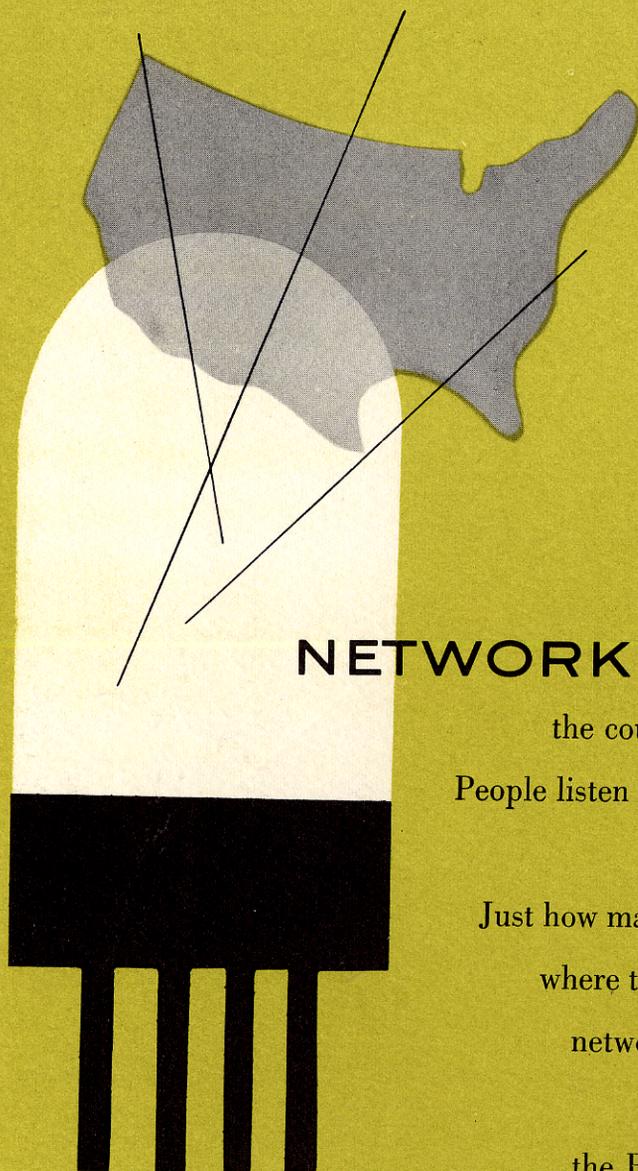


THEY LISTEN BY THE **MILLIONS**



**NETWORK RADIO** completely covers

the country. It is big . . . bigger than ever.

People listen to their radios in fabulous numbers—

*they listen by the millions.*

Just how many millions of listeners there are . . .

where they are located and to what station or

network they listen has been determined

by radio's own Census taker,

the BROADCAST MEASUREMENT BUREAU.

The final *network* findings of Study No. 2,

recently released, offer national advertisers

the most comprehensive data on network audiences.

This study is the result of over 350,000 returned ballots,

the largest survey sample in advertising history—

thus BMB actually reported reliable

audience totals for *every county* in the country.

This booklet presents advertisers with a comparison of the four major networks. According to an independent research spot check, 90% of agency time buyers use BMB as their basic source of information in comparing network circulation.

This booklet will also serve as a basis for comparing network radio with other media.

Throughout BMB Study No. 2, *One fact stands out . . .*

# NBC IS FIRST

BMB results show that more families—more people—listen more often to NBC. The total weekly audience listening to the NBC network is 30,771,450 families during the day and 32,772,490 families at night. That's 1,601,570 families more than the daytime audience and 2,526,630 families more than the nighttime audience of the second network. In fact . . .

**NBC'S total weekly DAYTIME audience is larger than any other network's NIGHTTIME audience.**



MORE PEOPLE

LISTEN

MORE OFTEN

TO NBC

The greater the intensity of network radio listening (the more days or nights a week they listen), the greater is NBC's relative superiority over the next network.

## FREQUENCY OF LISTENING

### Full Network Audience Comparison

#### Listening 1 or more Days (or Nights) per week — Total Weekly Audience

Network	Families	DAYTIME		Families	NIGHTTIME	
		% of Total Weekly Audience	% of U. S. Radio Families*		% of Total Weekly Audience	% of U. S. Radio Families*
NBC	30,771,450	100	78.3	32,772,490	100	83.4
Network B	29,169,880	100	74.3	30,245,860	100	77.0
Network C	25,552,500	100	65.1	24,893,720	100	63.4
Network D	23,246,500	100	59.2	21,145,870	100	53.8

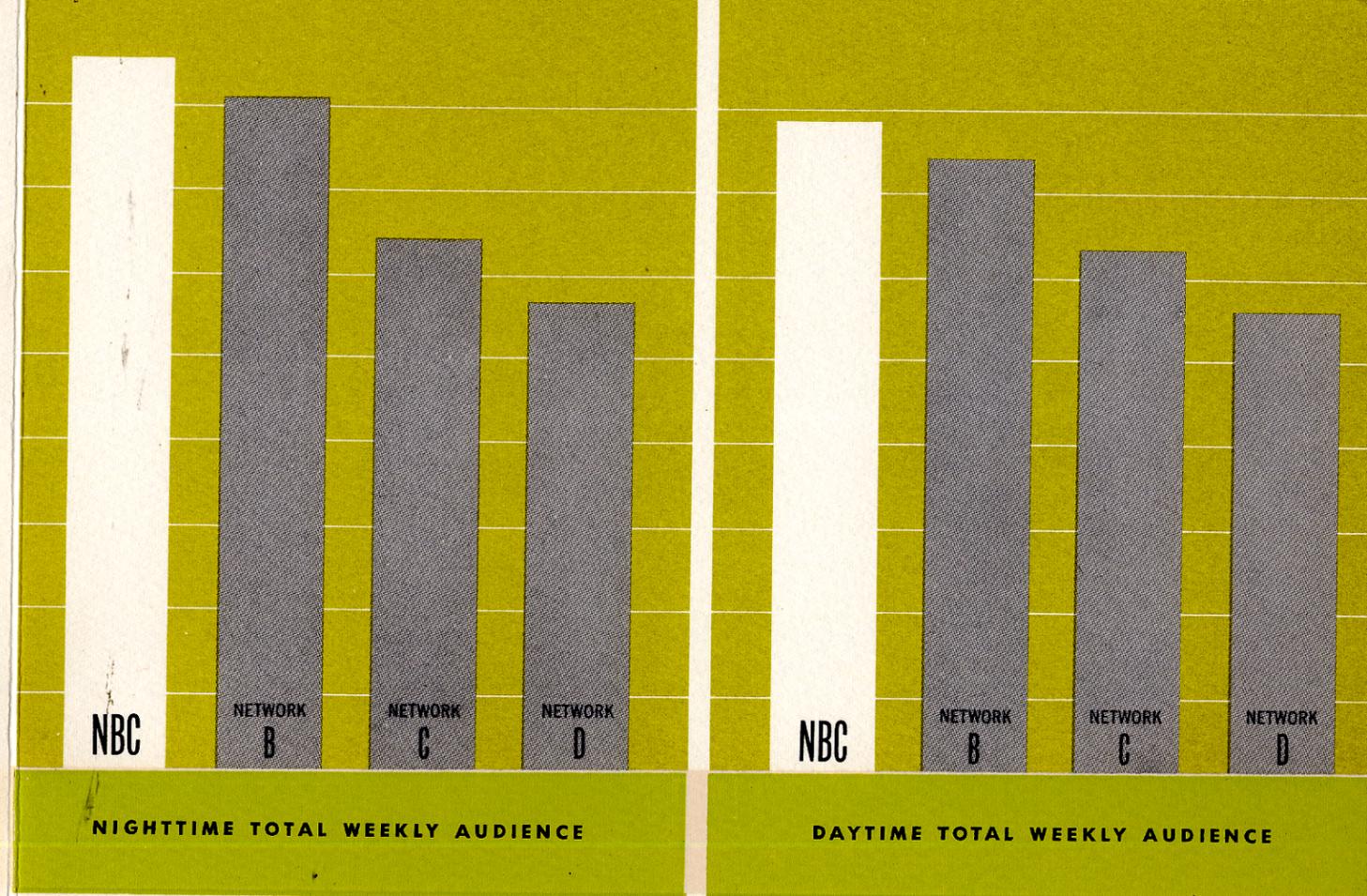
#### Listening 3 to 7 Days (or Nights) per Week

Network	Families	DAYTIME		Families	NIGHTTIME	
		% of Total Weekly Audience	% of U. S. Radio Families*		% of Total Weekly Audience	% of U. S. Radio Families*
NBC	26,099,540	84.8	66.4	26,520,910	80.9	67.5
Network B	24,259,620	83.2	61.8	24,158,320	79.9	61.5
Network C	20,240,880	79.2	51.5	17,626,340	70.8	44.9
Network D	17,936,420	77.2	45.7	14,822,060	70.1	37.7

#### Listening 6 to 7 Days (or Nights) per Week

Network	Families	DAYTIME		Families	NIGHTTIME	
		% of Total Weekly Audience	% of U. S. Radio Families*		% of Total Weekly Audience	% of U. S. Radio Families*
NBC	18,506,130	60.1	47.1	16,635,600	50.8	42.3
Network B	16,717,170	57.3	42.6	14,915,840	49.3	38.0
Network C	12,770,710	50.0	32.5	9,468,640	38.0	24.1
Network D	11,442,760	49.2	29.1	8,357,500	39.5	21.3

\*As of January 1, 1949 when there were 39,281,230 Total U. S. Radio Families.



## NBC AUDIENCE ADVANTAGES

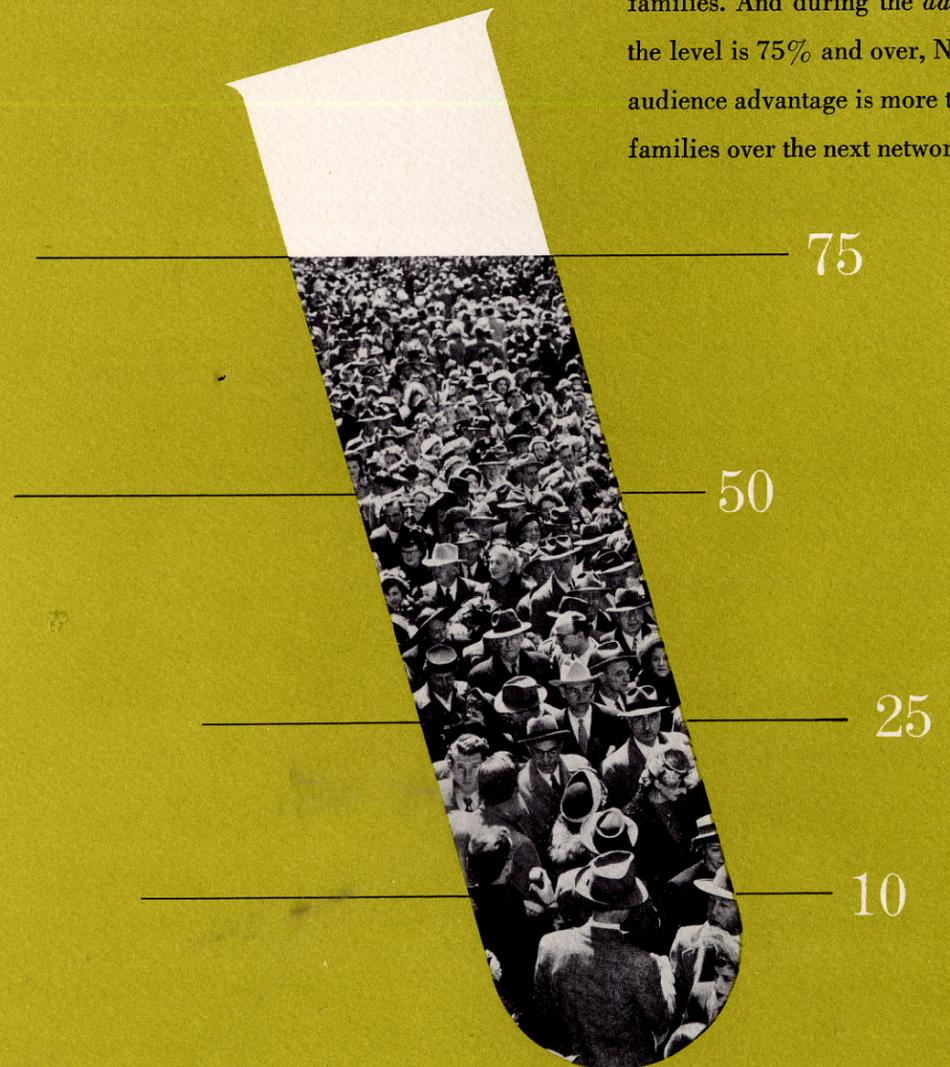
Over	DAYTIME		NIGHTTIME	
	NBC's Advantage in No. of Families	% Advantage	NBC's Advantage in No. of Families	% Advantage
Listening 1 or more Days (or Nights) per week — Total Weekly Audience				
Network B	1,601,570	5%	2,526,630	8%
Network C	5,218,930	20	7,878,770	32
Network D	7,524,950	32	11,626,620	55
Listening 3 to 7 Days (or Nights) per Week				
Network B	1,839,920	8%	2,362,590	10%
Network C	5,858,660	29	8,894,570	51
Network D	8,163,120	46	11,698,850	79
Listening 6 to 7 Days (or Nights) per Week				
Network B	1,788,960	11%	1,719,760	12%
Network C	5,735,420	45	7,166,960	76
Network D	7,063,370	62	8,278,100	99

# NBC IS FIRST

**NBC LEADS** all other networks in total weekly audience—on the basis of the counties in which at least 10% of the radio families listen to any one network one or more times a week. And the BMB figures reveal that the deeper the degree of network penetration (percent of radio families listening per county), the greater is NBC's relative superiority over all other networks.

## AT ALL LISTENING LEVELS

Day or night . . . one, three or six or more days a week, NBC gets more listeners in more counties than any other network. For instance, at a very high level of penetration, that is, in counties where 75% and more of the families listen to a given network at night, NBC has a total weekly audience plurality of over 4½ million families. And during the *day*, in counties where the level is 75% and over, NBC's weekly audience advantage is more than 4 million families over the next network.



# LEVELS AND FREQUENCY OF LISTENING

Listening Level*	Listening Frequency*	NETWORK				NBC Advantage Over Other Networks		
		NBC	Network B	Network C	Network D	Network B	Network C	Network D
10% & over	1-7 Days Weekly	30,771,450	29,169,880	25,552,520	23,246,500	6%	20%	32%
	3-7 " "	26,099,540	24,259,620	20,240,880	17,936,420	8	29	46
	6-7 " "	18,506,130	16,717,170	12,770,710	11,442,760	11	45	62
25% & over	1-7 Days Weekly	30,729,940	29,059,770	25,340,870	22,895,960	6	21	34
	3-7 " "	26,075,550	24,194,150	20,124,360	17,718,810	8	30	47
	6-7 " "	18,493,600	16,685,140	12,734,630	11,329,600	11	45	63
50% & over	1-7 Days Weekly	30,134,610	28,083,440	23,840,800	20,789,290	7	26	45
	3-7 " "	25,668,570	23,528,080	19,087,410	16,304,190	9	34	57
	6-7 " "	18,272,000	16,335,030	12,172,470	10,553,860	12	50	73
75% & over	1-7 Days Weekly	23,595,970	19,508,150	11,595,610	7,144,660	21	104	230
	3-7 " "	20,613,650	16,872,550	9,785,280	6,108,860	22	111	237
	6-7 " "	15,255,800	12,198,410	6,772,700	4,443,240	25	125	243

\*Listening Levels refer to the percent (by counties) of Total Radio Families listening one or more days or nights a week. Under Listening Frequency, 1-7 refers to BMB Total Weekly Audience.

Listening Level*	Listening Frequency*	NETWORK				NBC Advantage Over Other Networks		
		NBC	Network B	Network C	Network D	Network B	Network C	Network D
10% & over	1-7 Nights Weekly	32,772,490	30,245,860	24,893,720	21,145,870	8%	32%	55%
	3-7 " "	26,520,910	24,158,320	17,626,340	14,822,060	10	51	79
	6-7 " "	16,635,600	14,915,840	9,468,640	8,357,500	12	76	99
25% & over	1-7 Nights Weekly	32,750,950	30,126,630	24,489,600	20,589,300	9	34	59
	3-7 " "	26,512,130	24,091,500	17,424,700	14,524,850	10	52	83
	6-7 " "	16,631,160	14,888,960	9,389,250	8,217,500	12	77	101
50% & over	1-7 Nights Weekly	32,326,920	28,845,710	22,688,900	18,370,970	12	43	76
	3-7 " "	26,280,030	23,288,200	16,427,370	13,163,760	13	60	100
	6-7 " "	16,522,010	14,512,790	8,940,510	7,511,910	14	85	120
75% & over	1-7 Nights Weekly	28,539,560	23,900,520	11,969,510	6,010,970	19	138	375
	3-7 " "	23,706,070	19,749,750	8,931,520	4,596,320	20	165	416
	6-7 " "	15,138,180	12,630,450	4,896,620	2,753,000	20	209	450

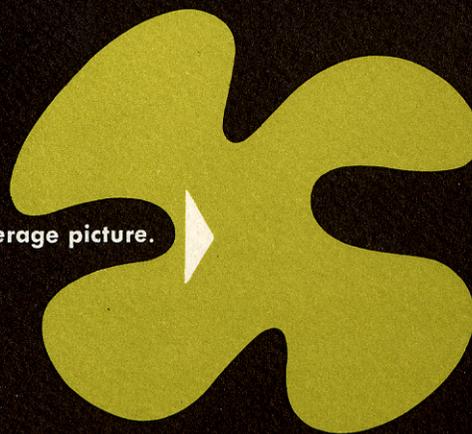
\*Listening Levels refer to the percent (by counties) of Total Radio Families listening one or more days or nights a week. Under Listening Frequency, 1-7 refers to BMB Total Weekly Audience.

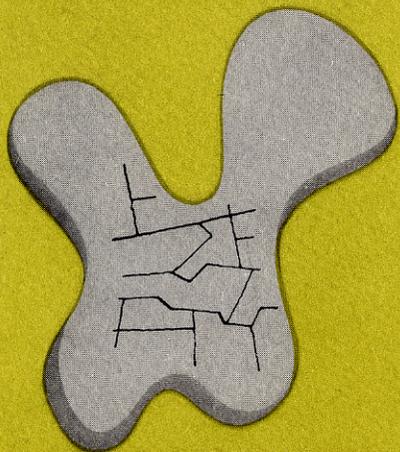
DAYTIME

NIGHTTIME

# NBC IS FIRST

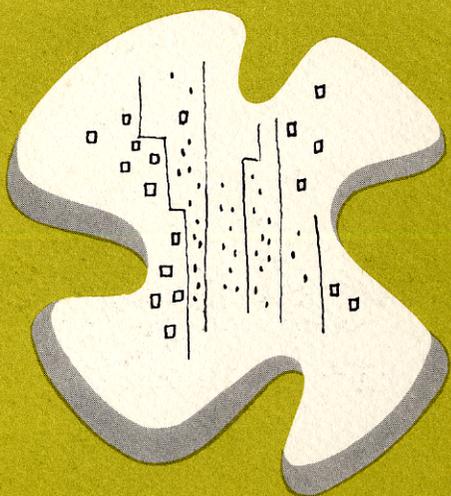
See the statistics in the gatefold opposite  
for the complete national coverage picture.





## BY COUNTIES

Of the 3,098 BMB County Units in the country, NBC wins 61% of them at night and 47% during the day. This is compared to the next network with 27% at night and 29% of the County Units in the daytime.



## BY CITIES

Of the 121 cities in the country with 100,000 population or over, NBC wins 66 cities at night or 25 more than the next network. During the day, NBC is first in 50 cities compared to the next network with 42.



## BY MARKETS

In every marketing category—Sales Management's 184 Metropolitan County Areas or J. Walter Thompson's Markets (metropolitan, other urban and rural), NBC delivers the largest audience in network radio.

### NETWORK ANALYSIS OF COUNTY UNIT WINS

Network	DAYTIME WINS		NIGHTTIME WINS	
	Number of U. S. County Units	% of U. S. County Units	Number of U. S. County Units	% of U. S. County Units
NBC	1,459	47.1%	1,884	60.8%
Network B	884	28.5	848	27.4
Network C	365	11.8	220	7.1
Network D	347	11.2	121	3.9
NBC Ties	29	0.9	22	0.7
Other Ties	14	0.5	3	0.1
<b>TOTAL</b>	<b>3,098</b>	<b>100.0%</b>	<b>3,098</b>	<b>100.0%</b>

### NETWORK WINS IN 121\* CITIES OF 100,000 POPULATION OR OVER

Network	DAYTIME		NIGHTTIME	
	Number of Cities	% of Total	Number of Cities	% of Total
NBC	50	41%	66	54%
Network B	42	35	41	34
Network C	17	15	7	6
Network D	3	2	1	1
NBC Ties	6	5	6	5
Other Ties	3	2	0	—
<b>TOTAL</b>	<b>121</b>	<b>100%</b>	<b>121</b>	<b>100%</b>

### NETWORK WINS IN 184\* METROPOLITAN COUNTY AREAS

Network	FREQUENCY OF DAYTIME LISTENING						FREQUENCY OF NIGHTTIME LISTENING					
	Total Weekly		3-7 Weekly		6-7 Weekly		Total Weekly		3-7 Weekly		6-7 Weekly	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
NBC	80	44%	82	45%	84	46%	109	59%	107	58%	95	52%
Network B	65	35	68	37	66	36	58	32	61	33	66	36
Network C	31	17	29	15	28	15	16	9	12	7	17	9
Network D	6	3	5	3	6	3	—	—	2	1	5	3
NBC Ties	2	1	—	—	—	—	—	—	1	1	—	—
Other Ties	—	—	—	—	—	—	1	—	1	—	1	—
<b>TOTAL</b>	<b>184</b>	<b>100%</b>	<b>184</b>	<b>100%</b>	<b>184</b>	<b>100%</b>	<b>184</b>	<b>100%</b>	<b>184</b>	<b>100%</b>	<b>184</b>	<b>100%</b>

\*The 121 Cities and the 184 Metropolitan County Areas are those listed in the Sales Management "Survey of Buying Power" dated May 10, 1950.

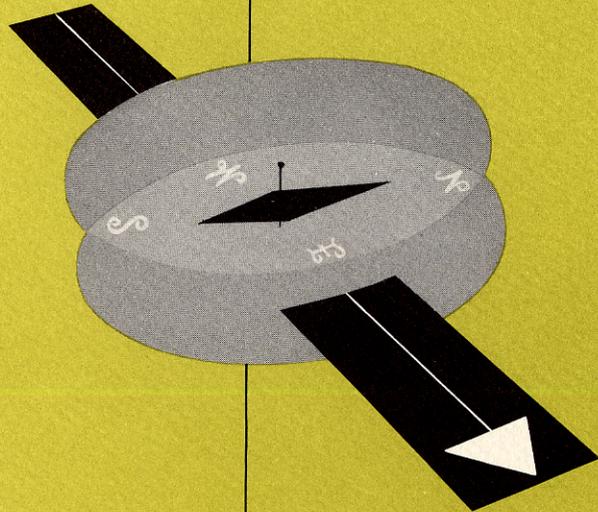
### NETWORK AUDIENCES IN THE J. WALTER THOMPSON MARKETS

Market	Network	BMB 1949 Radio Families	DAYTIME		3-7 DAYS		6-7 DAYS	
			%	Audience	%	Audience	%	Audience
Metropolitan	NBC	21,521,810	78	16,800,570	65	13,988,850	44	9,438,640
	Network B		77	16,660,480	64	13,740,690	43	9,216,520
	Network C		70	15,111,880	55	11,757,700	33	7,075,320
	Network D		63	13,469,970	47	10,027,710	28	5,965,620
Other Urban	NBC	6,241,720	76	4,757,870	65	4,054,020	47	2,943,280
	Network B		70	4,357,030	58	3,615,760	41	2,553,250
	Network C		64	3,961,950	52	3,238,660	36	2,225,650
	Network D		62	3,839,700	50	3,118,730	35	2,202,410
Rural	NBC	11,517,700	80	9,213,010	70	8,056,670	53	6,124,210
	Network B		71	8,152,370	60	6,903,170	43	4,947,400
	Network C		56	6,478,690	46	5,244,520	30	3,469,740
	Network D		52	5,936,830	42	4,789,980	28	3,274,730

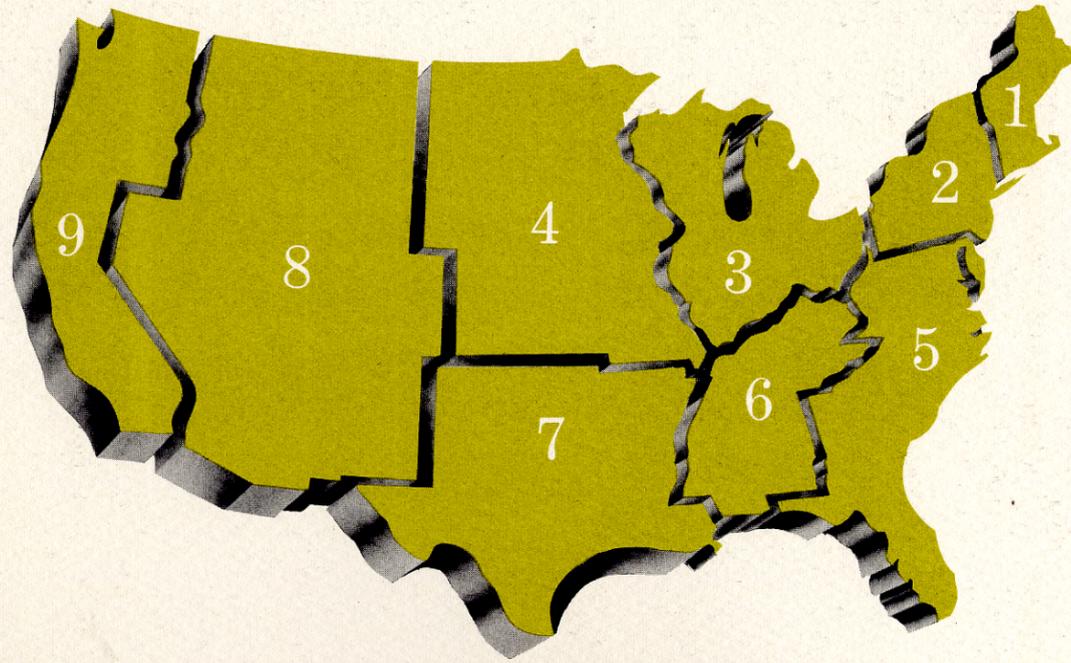
Market	Network	BMB 1949 Radio Families	NIGHTTIME		3-7 NIGHTS		6-7 NIGHTS	
			%	Audience	%	Audience	%	Audience
Metropolitan	NBC	21,521,810	86	18,462,700	70	15,161,880	44	9,400,730
	Network B		84	18,011,030	68	14,680,810	42	9,118,630
	Network C		75	16,139,550	54	11,638,530	28	6,102,130
	Network D		64	13,740,660	44	9,523,460	24	5,168,670
Other Urban	NBC	6,241,720	81	5,059,700	65	4,058,200	41	2,556,950
	Network B		72	4,465,020	56	3,488,930	35	2,158,140
	Network C		59	3,691,370	42	2,628,950	25	1,552,300
	Network D		54	3,345,770	39	2,456,020	24	1,519,280
Rural	NBC	11,517,700	80	9,250,090	63	7,300,830	41	4,677,920
	Network B		67	7,769,810	52	5,988,580	32	3,630,070
	Network C		44	5,062,800	29	3,358,860	16	1,814,210
	Network D		35	4,059,440	25	2,842,580	14	1,669,550

NBC IS FIRST

# ALL OVER THE COUNTRY



From one end of the country  
to the other—NBC wins the  
greatest number of listeners,  
leading all the networks  
in each of the  
nine geographical census areas  
with an audience that  
parallels the population pattern.



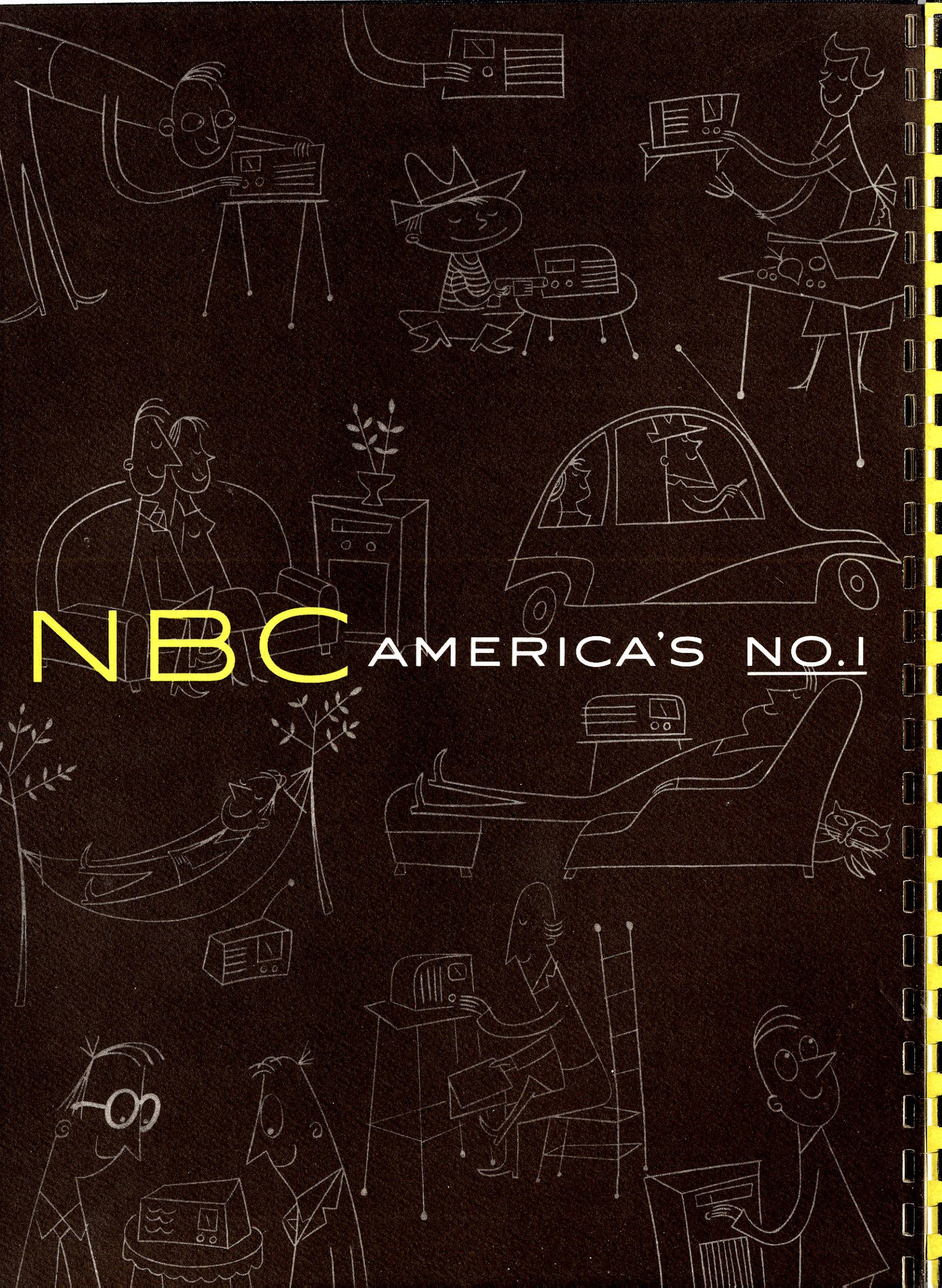
**GEOGRAPHIC BREAKDOWN**  
**DAYTIME NETWORK AUDIENCES**

AREA AND BMB 1949 RADIO FAMILIES	NETWORK	TOTAL WEEKLY		3-7 DAYS		6-7 DAYS	
		%	AUDIENCE	%	AUDIENCE	%	AUDIENCE
1. NEW ENGLAND 2,548,000	NBC	79	2,008,990	67	1,696,480	47	1,201,310
	Network B	73	1,864,690	61	1,559,590	43	1,090,690
	Network C	59	1,508,800	46	1,171,800	29	731,380
	Network D	62	1,583,230	49	1,253,760	33	835,140
2. MIDDLE ATLANTIC 8,120,810	NBC	72	5,861,580	60	4,890,550	40	3,246,740
	Network B	71	5,789,400	59	4,758,490	38	3,072,730
	Network C	67	5,411,460	52	4,222,640	31	2,486,480
	Network D	60	4,866,600	46	3,726,950	29	2,336,920
3. EAST NORTH CENTRAL 8,556,190	NBC	81	6,895,890	69	5,881,470	48	4,094,840
	Network B	81	6,893,380	69	5,886,590	48	4,094,820
	Network C	68	5,802,380	54	4,592,320	34	2,944,460
	Network D	63	5,403,700	48	4,082,430	29	2,448,260
4. WEST NORTH CENTRAL 3,940,200	NBC	83	3,275,450	72	2,854,160	55	2,172,640
	Network B	80	3,146,700	69	2,714,220	52	2,057,260
	Network C	71	2,795,190	59	2,325,400	40	1,585,380
	Network D	56	2,207,830	43	1,704,160	28	1,100,880
5. SOUTH ATLANTIC 4,549,060	NBC	74	3,343,670	62	2,809,890	45	2,033,780
	Network B	71	3,243,560	59	2,662,600	41	1,841,190
	Network C	59	2,699,560	47	2,142,740	30	1,370,920
	Network D	54	2,460,650	42	1,909,260	28	1,270,720
6. EAST SOUTH CENTRAL 2,446,830	NBC	81	1,986,600	69	1,690,920	49	1,205,350
	Network B	75	1,829,180	62	1,527,950	44	1,079,860
	Network C	55	1,346,520	43	1,055,260	27	669,500
	Network D	56	1,370,120	44	1,084,370	30	741,030
7. WEST SOUTH CENTRAL 3,482,120	NBC	84	2,918,990	74	2,566,520	55	1,929,920
	Network B	74	2,578,390	62	2,146,990	42	1,470,340
	Network C	69	2,416,300	57	1,980,170	38	1,324,690
	Network D	54	1,883,440	42	1,448,600	27	950,730

AREA AND BMB 1949 RADIO FAMILIES	NETWORK	TOTAL WEEKLY		3-7 DAYS		6-7 DAYS	
		%	AUDIENCE	%	AUDIENCE	%	AUDIENCE
8. MOUNTAIN 1,275,970	NBC	81	1,029,730	71	901,920	54	687,780
	Network B	67	852,730	56	709,390	40	510,150
	Network C	53	679,330	42	533,030	28	352,200
	Network D	59	756,540	48	616,400	35	439,690
9. PACIFIC 4,362,050	NBC	79	3,450,550	65	2,827,630	44	1,933,770
	Network B	68	2,971,850	53	2,293,800	34	1,500,130
	Network C	66	2,892,980	51	2,217,520	30	1,305,700
	Network D	62	2,714,390	48	2,110,490	30	1,319,390

**NIGHTTIME NETWORK AUDIENCES**

AREA AND BMB 1949 RADIO FAMILIES	NETWORK	TOTAL WEEKLY		3-7 NIGHTS		6-7 NIGHTS	
		%	AUDIENCE	%	AUDIENCE	%	AUDIENCE
1. NEW ENGLAND 2,548,000	NBC	85	2,155,910	69	1,768,140	43	1,106,090
	Network B	79	1,999,430	63	1,615,770	41	1,044,960
	Network C	62	1,579,760	44	1,110,700	24	618,270
	Network D	62	1,582,800	46	1,175,700	27	687,140
2. MIDDLE ATLANTIC 8,120,810	NBC	80	6,480,490	64	5,180,830	40	3,269,280
	Network B	78	6,307,070	62	5,056,260	38	3,095,670
	Network C	73	5,931,130	54	4,342,810	28	2,236,550
	Network D	63	5,110,650	46	3,697,540	26	2,082,690
3. EAST NORTH CENTRAL 8,556,190	NBC	86	7,359,840	71	6,050,450	44	3,752,190
	Network B	83	7,096,870	67	5,762,730	42	3,620,920
	Network C	68	5,792,310	47	3,974,700	25	2,143,250
	Network D	60	5,151,300	41	3,480,480	21	1,809,770
4. WEST NORTH CENTRAL 3,940,200	NBC	86	3,376,440	70	2,773,750	46	1,807,680
	Network B	78	3,064,110	63	2,489,950	41	1,630,750
	Network C	60	2,379,380	42	1,670,260	23	920,380
	Network D	45	1,779,490	30	1,184,730	16	645,130
5. SOUTH ATLANTIC 4,549,060	NBC	76	3,450,070	58	2,641,440	36	1,634,620
	Network B	71	3,239,450	56	2,541,550	35	1,571,940
	Network C	52	2,341,530	37	1,658,160	21	948,350
	Network D	40	1,831,350	28	1,251,500	17	755,990
6. EAST SOUTH CENTRAL 2,446,830	NBC	83	2,036,550	63	1,537,420	39	947,020
	Network B	72	1,764,040	57	1,392,010	36	867,890
	Network C	42	1,038,300	28	695,710	15	365,640
	Network D	36	887,030	25	615,770	15	368,940
7. WEST SOUTH CENTRAL 3,482,120	NBC	86	3,006,670	71	2,483,300	45	1,572,390
	Network B	73	2,529,650	56	1,952,350	33	1,134,770
	Network C	59	2,045,660	42	1,444,580	23	798,810
	Network D	39	1,371,110	27	922,240	16	543,650
8. MOUNTAIN 1,275,970	NBC	88	1,117,820	74	945,000	48	615,260
	Network B	73	927,170	57	726,530	34	439,490
	Network C	48	617,610	33	424,510	19	242,880
	Network D	49	624,680	36	463,950	23	287,940
9. PACIFIC 4,362,050	NBC	87	3,778,700	72	3,140,580	44	1,931,070
	Network B	76	3,318,070	60	2,621,170	35	1,509,450
	Network C	73	3,168,040	53	2,304,910	27	1,194,510
	Network D	64	2,798,460	47	2,030,150	27	1,176,250



**NBC** AMERICA'S NO.1

*whatever the standards of network comparison*

by frequency of listening

by listening levels

by counties . . . by cities . . . by markets

or by geographical areas—

**NBC IS FIRST**

# ADVERTISING MEDIUM

**THE NATIONAL BROADCASTING COMPANY**

**A SERVICE OF RADIO CORPORATION OF AMERICA**

# BMB

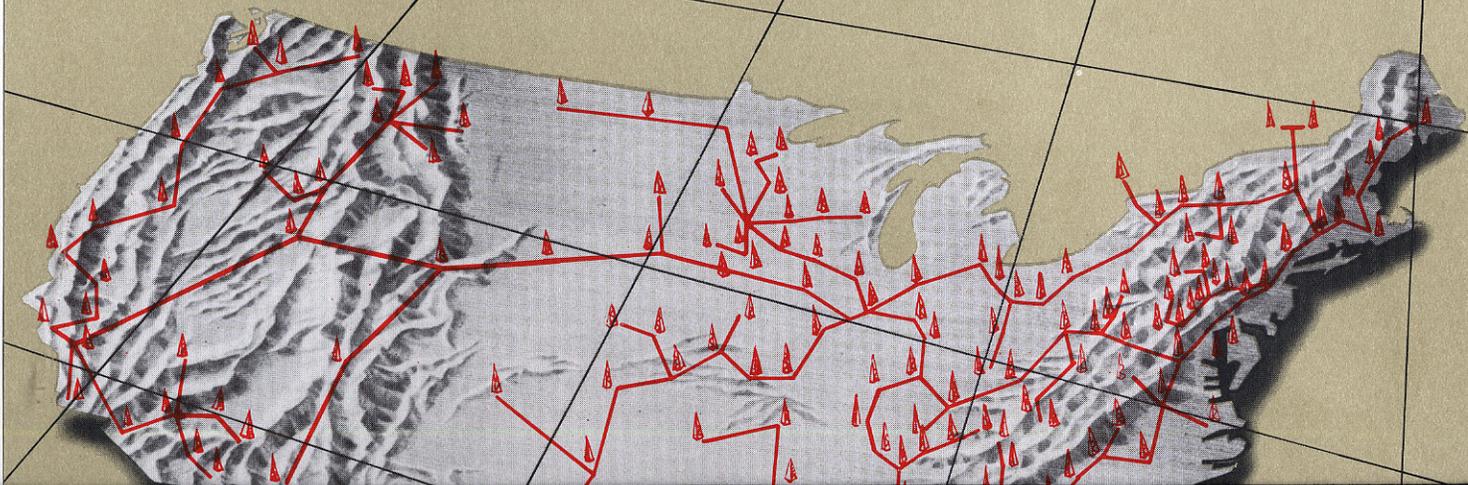
## THE PURPOSE AND SCOPE OF THE BROADCAST MEASUREMENT BUREAU

BMB is the *only all-industry radio audience measurement* that counts listeners in every county in the country. It is the *only* radio research service used by advertisers and agencies that can claim a cross-section of each county by economic and cultural levels: by geography and by the size of the community.

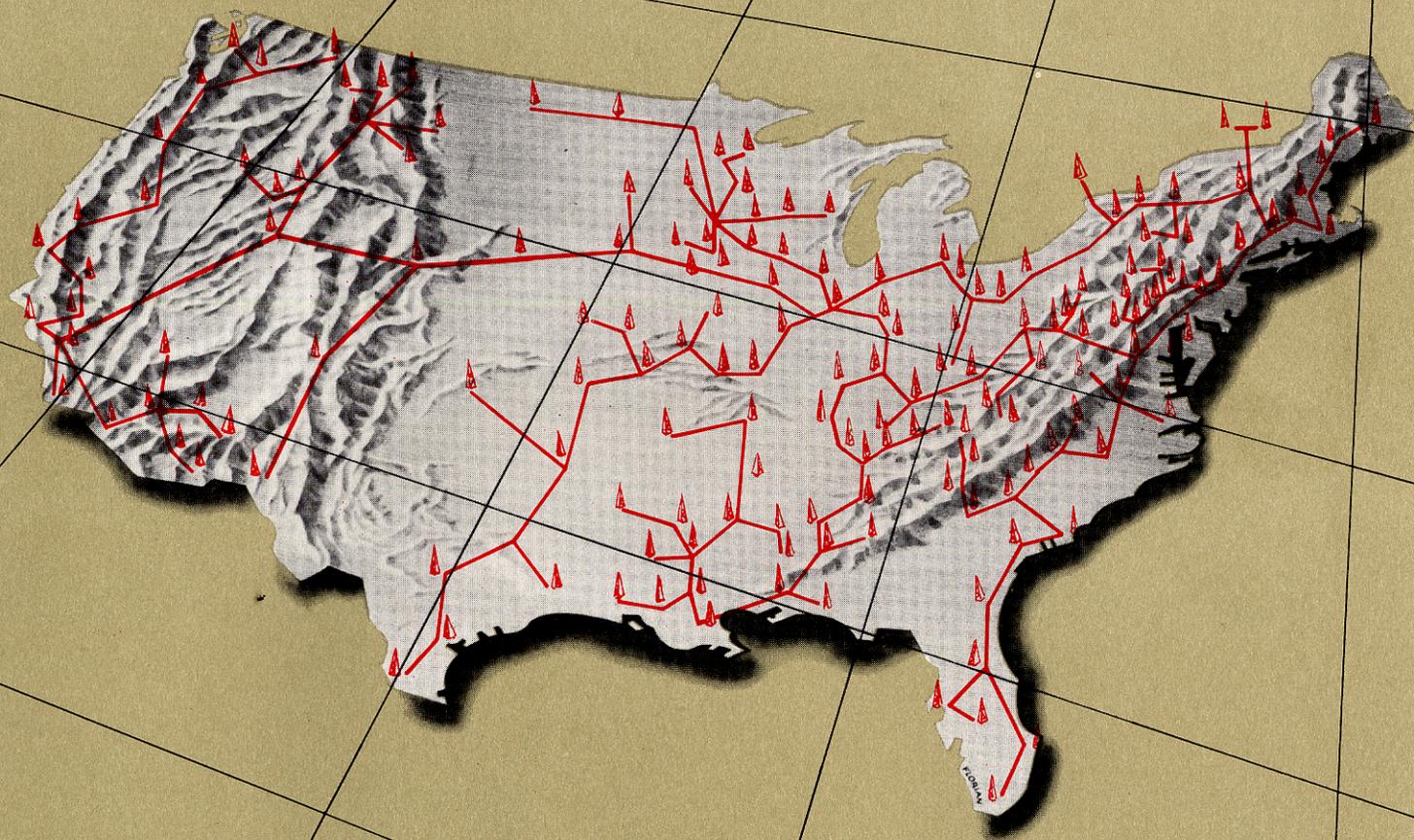
THE BROADCAST MEASUREMENT BUREAU was formed by the American Association of Advertising Agencies, Association of National Advertisers, and National Association of Broadcasters in January 1945 with a permanent staff of research specialists to measure, on a uniform basis, the number and location of radio families served by each radio station in the country.

The true measure of audience as defined by THE BROADCAST MEASUREMENT BUREAU is "counted listeners"—those families who make it a practice of listening to a given radio station with defined frequency. These are the only people whom an advertiser has a normal chance to reach.

STUDY No. 1, released in the Spring of 1947, provided the first industry sponsored set of radio circulation figures. STUDY No. 2 was conducted in late Spring 1949 and cost more than \$1,000,000. The results were derived from over 350,000 returned ballots—the largest survey sample in advertising.



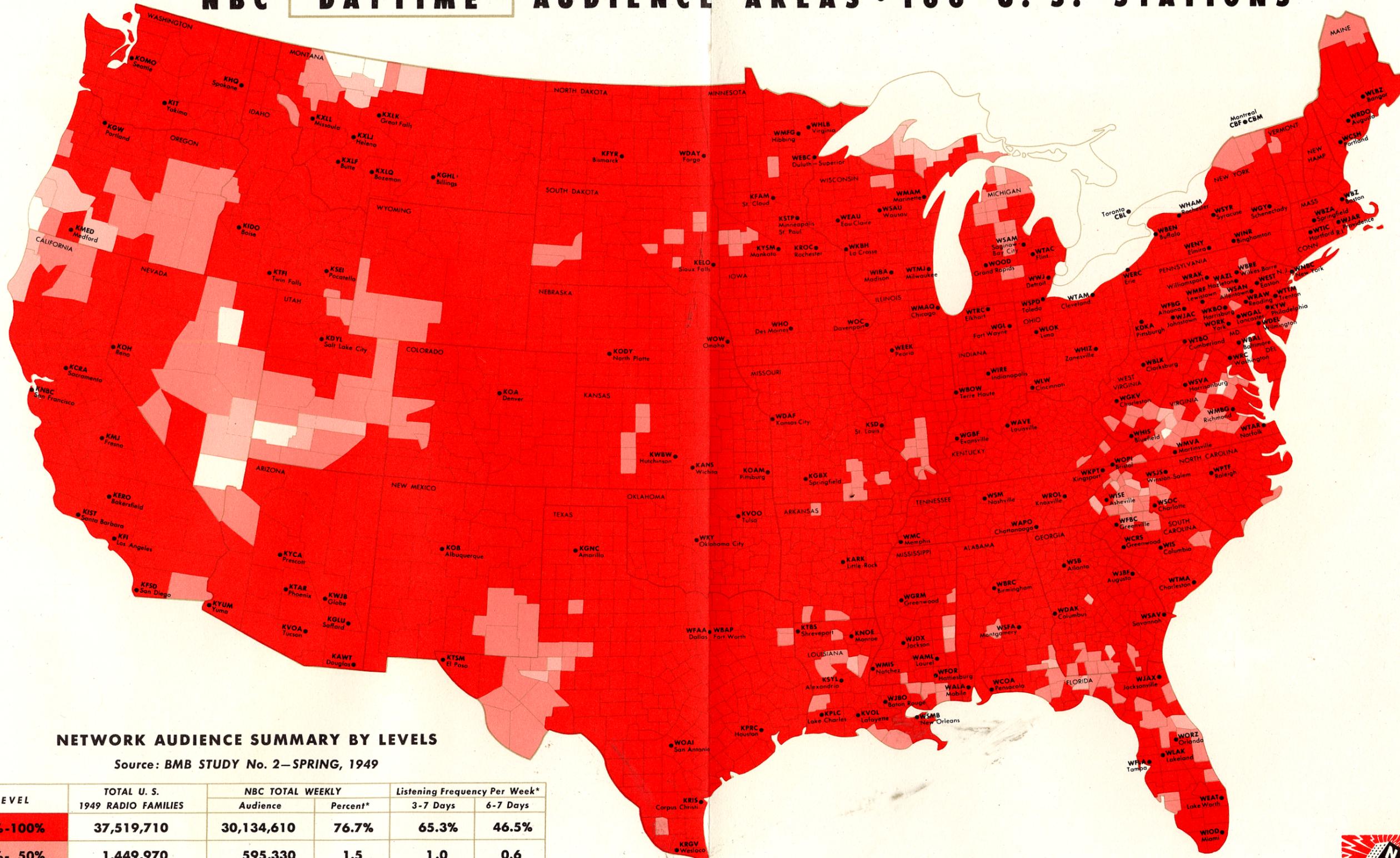
MAPS OF NBC AUDIENCE AREAS



**NBC DAYTIME AUDIENCE AREAS**



# NBC DAYTIME AUDIENCE AREAS • 166 U. S. STATIONS



## NETWORK AUDIENCE SUMMARY BY LEVELS

Source: BMB STUDY No. 2—SPRING, 1949

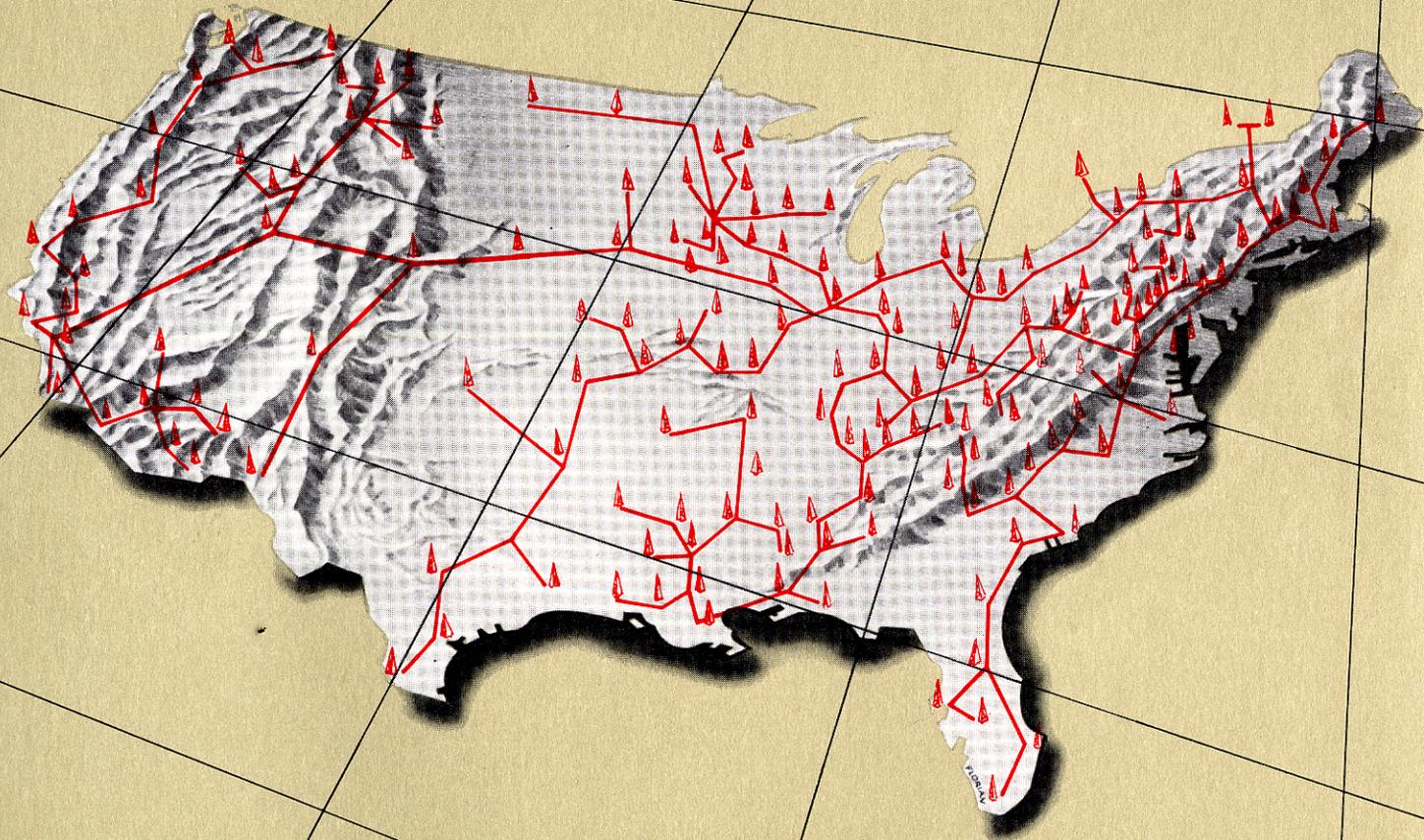
LEVEL	TOTAL U. S. 1949 RADIO FAMILIES	NBC TOTAL WEEKLY		Listening Frequency Per Week*	
		Audience	Percent*	3-7 Days	6-7 Days
50%-100%	37,519,710	30,134,610	76.7%	65.3%	46.5%
25%- 50%	1,449,970	595,330	1.5	1.0	0.6
10%- 25%	251,500	41,510	0.1	0.1	—
Less than 10%	60,050	—	—	—	—
<b>Total</b>	<b>39,281,230</b>	<b>30,771,450</b>	<b>78.3%</b>	<b>66.4%</b>	<b>47.1%</b>

\*All percentages based on total U. S. Radio Families (39,281,230) as of January 1, 1949.

\*Weekly audience totals include 21,360 U. S. Families whose only NBC listening is to 3 Canadian affiliates.



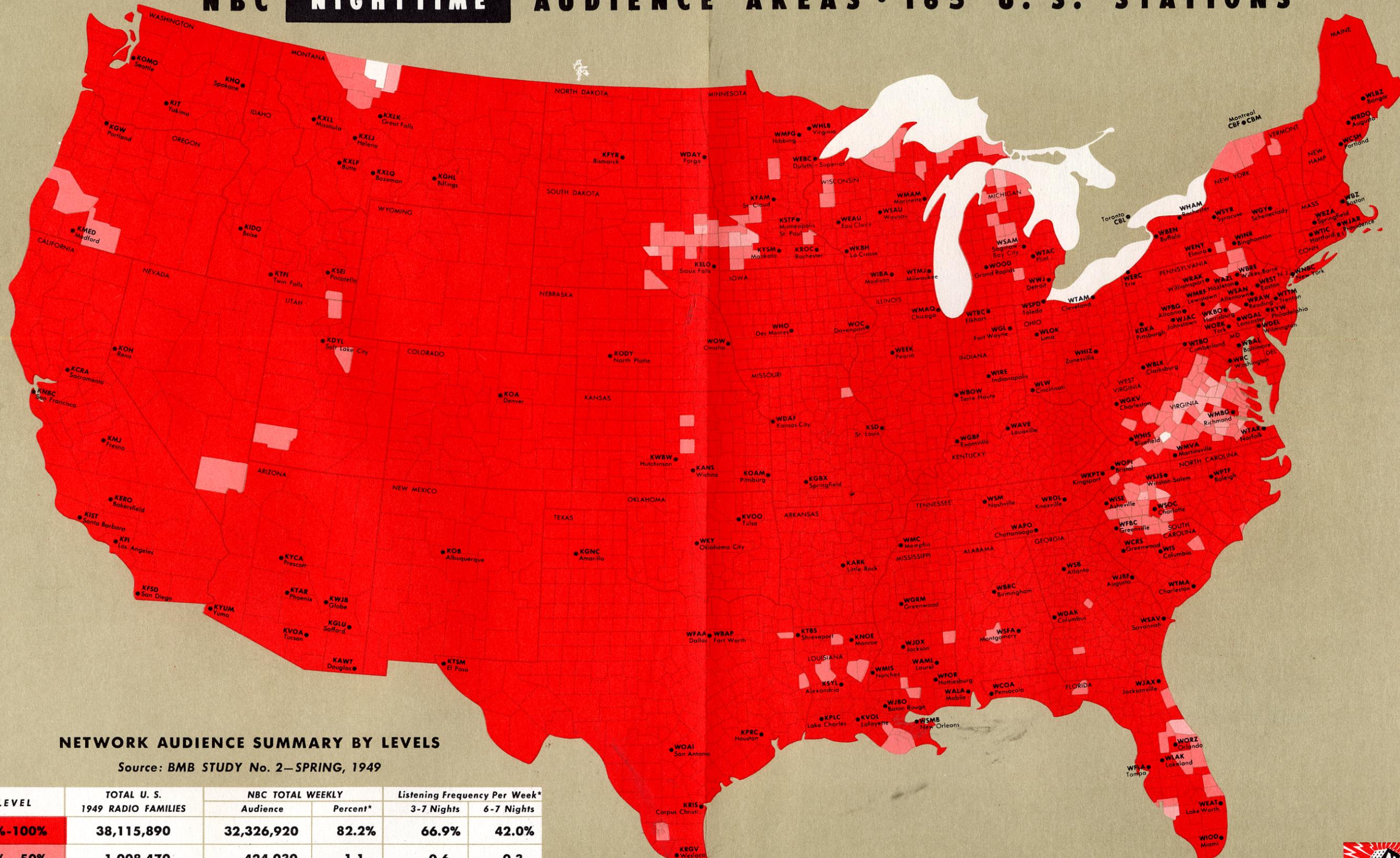
SALES PLANNING AND  
RESEARCH DEPARTMENT  
JULY, 1950



**NBC NIGHTTIME AUDIENCE AREAS**



# NBC NIGHTTIME AUDIENCE AREAS • 165 U. S. STATIONS



## NETWORK AUDIENCE SUMMARY BY LEVELS

Source: BMB STUDY No. 2—SPRING, 1949

LEVEL	TOTAL U. S. 1949 RADIO FAMILIES	NBC TOTAL WEEKLY		Listening Frequency Per Week*	
		Audience	Percent*	3-7 Nights	6-7 Nights
<b>50%-100%</b>	<b>38,115,890</b>	<b>32,326,920</b>	<b>82.2%</b>	<b>66.9%</b>	<b>42.0%</b>
<b>25%- 50%</b>	<b>1,008,470</b>	<b>424,030</b>	<b>1.1</b>	<b>0.6</b>	<b>0.3</b>
<b>10%- 25%</b>	<b>126,040</b>	<b>21,540</b>	<b>0.1</b>	—	—
<b>Less than 10%</b>	<b>30,830</b>	—	—	—	—
<b>Total</b>	<b>39,281,230</b>	<b>32,772,490</b>	<b>83.4%</b>	<b>67.5%</b>	<b>42.3%</b>

\*All percentages based on total U. S. Radio Families (39,281,230) as of January 1, 1949.

†Weekly audience totals include 18,240 U. S. Families whose only NBC listening is to 3 Canadian affiliates.



SALES PLANNING AND  
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JULY, 1950

