

*Feller*

# THE 100% YARDSTICK

THE PULSE OF NEW YORK

TELEVISION



February, 1948

Vol. 1 No. 2

**THE PULSE, Inc.**  
110 Fulton Street  
New York 7, N. Y.

## EXPLANATION

This report is the second in the series of monthly television surveys in the New York metropolitan area. The method employed adapts the personal interviewer roster technique developed and used successfully by the Pulse in the study of radio audiences.

For this second survey 3,500 families representative of the New York metropolitan area were interviewed. From this base, the extent of television ownership could be authentically determined. The questionnaire used in interviewing the television families is shown on the following page.

The base sample of 3,500 families was distributed as follows:

Counties	%	Economic Distribution	%
Manhattan	20	A	6
Brooklyn	25	B	24
Bronx	13	C	40
Queens	13	D	30
Richmond	2		
Nassau	4	Telephone Ownership	
Westchester	5	Non-Telephone Homes	60
Hudson	6	Telephone Homes	40
Bergen	4		
Essex	8		

No program ratings are published in this report. The more popular programs however, are indicated.

The date of this study is February 1 - 7, 1948.

The first report indicated that 1.4% of families in the New York metropolitan area, or about 39,000 families possessed television sets. This second report indicates that 2.3% of families, or about 62,000 families are equipped with sets. It is not believed that such a large increase occurred during January. Chance fluctuations on small percentages produce large relative differences. However, it is believed that the earlier figures probably underestimated the television audience somewhat. This month's figure is still considerably below other estimates of around 100,000 sets for the New York metropolitan area. These other estimates may be reconciled with Pulse findings by considering these factors about the other estimates:

1. They include a greater geographical area; additional counties in New York and New Jersey such as Suffolk, Rockland, Monmouth, Morristown, Middlesex, etc., and also parts of Connecticut. Pulse evidence indicates a higher degree of television ownership in the suburbs than in New York City proper.
2. They include commercial establishments such as taverns, restaurants, hotels, theatres, radio and appliance stores, etc.
3. They include manufacturers' output and not necessarily installations. Sets in the dealer's retail stock are not included in the Pulse survey.

Table 1

## EXTENT OF TELEVISION OWNERSHIP

	Last Month		This Month	
	#	%	#	%
Possess television set	67	1.4	80	2.3
Do not possess television set	4733	98.6	3920	97.7
Total families interviewed	4800	100	3500	100

Table 2

## TELEVISION OWNERSHIP BY SOCIO-ECONOMIC STATUS

	Last Month Television Families		This Month Television Families	
	#	%	#	%
A	24	35.8	21	26.2
B	13	19.4	26	32.5
C	22	32.9	24	30.0
D	8	11.9	9	11.3
Total families interviewed	67	100	80	100

Table 3

## TELEVISION OWNERSHIP BY TELEPHONE STATUS

	Last Month		This Month	
	#	%	#	%
Subscriber to telephone	58	86.5	70	87.5
Non-subscriber	9	13.5	10	12.5
Total television families	67	100	80	100

Table 4

## USE OF TELEVISION SET

Question: "Was your television set on yesterday?"

	Last Month		This Month	
	#	%	#	%
Television set used	58	86.5	67	83.8
Television set not used	9	13.5	13	16.2
Total television families	67	100	80	100

## Use of Television Set by Telephone and Non-Phone Homes

January-February Combined

	Telephone Homes		Non-Phone Homes	
	#	%	#	%
Television set used	103	82.4	22	100
Television set not used	22	17.6	-	-
Total television families	125	100	22	100

Table 5

## POPULAR PROGRAMS

	# of homes viewing
<u>WNBT</u>	14
Boxing	6
Eye Witness Newsreel	5
Wrestling	5
Puppet Show	
<u>WCBS-TV</u>	10
Feature Films	5
Basketball	5
52 Dinner	
<u>WAED</u>	32
Small Fry Club (Six weekly)	20
Walter Compton (Five weekly)	16
Camera Headlines (Five weekly)	9
Boxing	9
Wrestling	8
Birthday Party	8
Sport Names to Remember	8
Photographic Horizons	6