NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. WED. SEPT. 29, 1976

TIME	7:00	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																
ABC TV					Bionic Woman				Baretta				Charlie's Angels			
TOTAL AUDIENCE (Households (000) & %)				23,640 / 33.2				20,220 / 28.4					21,930 / 30.8			
AVERAGE AUDIENCE (Households (000) & %)				19,220 / 27.0			29.8*	17,090 / 24.0		23.5*		24.6*	18,730 / 26.2	27.1*		
SHARE OF AUDIENCE %				43		39	46 *	36		35 *		37 *	45	45		45
AVG. AUD. BY ¼ HR. %				23.1		25.4	29.8 / 29.7	23.3		23.6	24.7	24.5	26.9	27.3	26.0	25.0
CBS TV					Good Times (OP)		Ball Four	All In The Family			Alice		Blue Knight			
TOTAL AUDIENCE (Households (000) & %)				11,660 / 24.8		12,180 / 17.1		20,290 / 28.5			17,160 / 24.1		12,030 / 16.9			
AVERAGE AUDIENCE (Households (000) & %)				15,740 / 22.1		10,960 / 15.4		18,730 / 26.3			15,810 / 22.2		9,830 / 13.8	14.4*		13.1*
SHARE OF AUDIENCE %				36		24		39			34		24	24 *		23
AVG. AUD. BY ¼ HR. %				21.2	23.1	14.9	15.8	25.7		27.0	22.4	22.0	14.6	14.3	13.3	12.9
NBC TV					NBC Movie of the Week "FRANCIS GARY POWERS: THE TRUE STORY OF THE U-2 SPY INCIDENT" (8:00-9:01PM)(9:02-10:00PM) (OP)								The Quest			
TOTAL AUDIENCE (Households (000) & %)				16,160 / 22.7									12,530 / 17.6			
AVERAGE AUDIENCE (Households (000) & %)				10,540 / 14.8	12.9*		14.7*			15.3*		16.4*	10,400 / 14.6	15.0*		14.3*
SHARE OF AUDIENCE %				23	21 *		23 *			23 *		25 *	25	25 *		25 *
AVG. AUD. BY ¼ HR. %				12.8	12.9	14.3	15.1	15.4		15.2	16.3	16.5	15.1	14.8	14.9	13.7
WEEK 2																
ABC TV			Bionic Woman				Baretta					Ford/Carter Debate (9:30-11:00PM)(SUS.)				
TOTAL AUDIENCE (Households (000) & %)		20,650 / 29.0				21,860 / 30.7										
AVERAGE AUDIENCE (Households (000) & %)		15,450 / 21.7	20.1*		23.2*	18,300 / 25.7	24.5*			28.0*						
SHARE OF AUDIENCE %		35	34 *		36 *	38	37 *			40 *						
AVG. AUD. BY ¼ HR. %		18.9	21.4	22.8	23.7	24.4	24.5		26.9	27.0						
CBS TV					Good Times (OP)	All In The Family			Alice			Presidential Debates (9:30-11:00PM)(SUS.)				
TOTAL AUDIENCE (Households (000) & %)				16,950 / 23.8		18,160 / 25.5		15,810 / 22.2								
AVERAGE AUDIENCE (Households (000) & %)				15,170 / 21.3		16,520 / 23.2		14,740 / 20.7								
SHARE OF AUDIENCE %				33		35		30								
AVG. AUD. BY ¼ HR. %				21.0	22.6	22.6	23.7	20.4		21.0						
NBC TV					NBC Movie of the Week "HOW TO BREAK UP A HAPPY DIVORCE" (8:00-9:28PM)				(OP)			1976 Presidential Debate II (9:30-11:00PM)(SUS.)				
TOTAL AUDIENCE (Households (000) & %)				14,600 / 20.5												
AVERAGE AUDIENCE (Households (000) & %)				10,040 / 14.1	12.8*		14.1*			15.3*						
SHARE OF AUDIENCE %				21	20 *		21 *			22 *						
AVG. AUD. BY ¼ HR. %				12.7	13.0	14.1	14.2	15.4		15.2						
HOUSEHOLDS USING TV (See Def. 1) WK 1	49.5	52.1	53.7	55.9	60.6	63.0	63.7	65.2	65.8	67.4	66.4	65.6	60.4	59.4	57.3	54.8
HOUSEHOLDS USING TV (See Def. 1) WK 2	55.0	56.6	58.2	61.0	62.7	65.4	66.7	67.7	67.9	68.9	67.2	66.6	64.6	62.0	59.0	57.0

U. S. TV Households: 71,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. WED. OCT. 6, 1976

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. THU. SEPT 1 976

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					17,800 / 25.0		16,230 / 22.8		16,230 / 22.8		15,810 / 22.2		13,740 / 19.3				
					Welcome Back, Kotter		Barney Miller		Tony Randall Show		Nancy Walker Show		Streets of San Francisco				
AVERAGE AUDIENCE (Households (000) & %)					15,740 / 22.1		15,380 / 21.6		14,670 / 20.6		14,025 / [illegible]		11,390 / 16.0		16.0*		16.1*
SHARE OF AUDIENCE %					37		34		32		32		12		9 z *		32 *
AVG. AUD. BY ¼ HR. %					21.0 *	22.8	21.6	21.6	20.2	20.9	20.6	20.1	16.3		15.7	15.8	16.3
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					19,010 / 26.7				20,360 / 28.6								
					The Waltons			(OP)			Hawaii Five-0						
AVERAGE AUDIENCE (Households (000) & %)					15,240 / 21.4				16,960 / 19.6								
SHARE OF AUDIENCE %					34	19.5* / 32 *		23.5* / 37 *	32	19.8* / 31 *		20.3* / 32 *			19.9* / 33 *		32 *
AVG. AUD. BY ¼ HR. %					18.6	20.4	23.2	23.7	19.9	19.7	20.2	20.4	19.9		20.0	19.3	17.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					13,240 / 18.6				18,440 / 25.9								
					Gemini Man			(OP)			Best Sellers "CAPTAIN AND THE KINGS"						
AVERAGE AUDIENCE (Households (000) & %)					10,540 / 14.8				14,030 / 19.7								
SHARE OF AUDIENCE %					24	13.4* / 22 *		16.2* / 25 *	32	19.8* / 31 *		31			20.1* / 33		33 *
AVG. AUD. BY ¼ HR %					12.8	14.1	16.2	16.2	19.8	19.7	19.8	19.6			19.8	19.5	18.8
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					18,230 / 25.6		17,370 / 24.4		16,160 / 22.7		14,380 / 20.2		17,660 / 24.8				
					Welcome Back, Kotter		Barney Miller		Tony Randall Show		Nancy Walker Show		Streets of San Francisco				
AVERAGE AUDIENCE (Households (000) & %)					16,590 / 23.3		15,590 / 21.9		14,740 / 20.7		13,460 / 18.9		15,170 / 21.3		21.4*		21.7*
SHARE OF AUDIENCE %					37		33		31		29		36		35 *		37
AVG. AUD. BY ¼ HR. %					22.8	23.8	21.5	22.72	21.0	20.4	18.5	19.3	21.3		21.7		32.9
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					18,650 / 26.2				18,940 / 26.6				15,880 / 22.3				
					The Waltons			(OP)	Hawaii Five-0						Barnaby Jones		
AVERAGE AUDIENCE (Households (000) & %)					15,355 / 21.9				15,690 / 22.0				13,530 / 19.0				
SHARE OF AUDIENCE %					34	20.4* / 32 *		23.5* / 36 *	33	19.12* / 32 *		22.6* / 35 *	32		19.5* / 32 *		18.6* / 32 *
AVG. AUD. BY ¼ HR. %					19.5	21.4	23.4	23.6	21.2	21.5	22.9	22.3	19.3		19.7	19.0	18.1
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,039 / 21.7				17,370 / 24.4				13,100 / 18.4				
					Gemini Man			(OP)			Best Sellers "CAPTAIN AND THE KINGS"				Van Dyke and Company		
AVERAGE AUDIENCE (Households (000) & %)					9,110 / 12.8				14,310 / 20.1				10,250 / 14.4				
SHARE OF AUDIENCE %					20	11.6* / 18 *		14.1* / 22 *	30	19.8* / 30 *		20.4* / 31 *	24		15.0* / 25 *		13.8* / 24 *
AVG. AUD. BY ¼ HR. %					11.3	11.8	13.7	14.6	19.6	19.9	20.6	20.2	15.2		14.8	14.0	13.6
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	49.4	51.1	52.1	55.0	58.6	62.0	63.8	64.1	63.9	63.8	63.8	63.9	61.8		60.6	58.5	56.1
WK 2	53.6	56.2	57.0	59.6	62.0	63.8	64.8	66.2	66.1	67.1	66.4	65.5	61.1		60.6	58.8	56.6

U.S. TV Households: 71,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 1, 1976

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,520 / 21.8				18,800 / 26.4								
					Donny And Marie				(OP)	ABC Friday Night Movie "THE SUNDANCE WOMAN" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					13,600 / 17.8	16.9*		18.8*	19.1	18.3*		19.1*		19.8*			
SHARE OF AUDIENCE %					34	32 *		35 *	34	33 *		34 *		35 *			
AVG. AUD. BY ¼ HR. %					16.1	17.8	18.8	18.8	18.0	18.6	19.0	19.2	19.7	19.9	19.5		18.1
WEEK 2																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			3,960 / 5.0		9,900 / 13.9				19,790 / 27.8								
			Campaign '76: ◆□ ● for the White House		Spencer's Pilots				(OP)	Friday Night CBS Movies "PAPER MOON" (9:00-11:09PM)(1)							
AVERAGE AUDIENCE (Households (000) & %)			2,990 / 4.2		7,690 / 10.8	10.2*		11.4*	18.0	15.9*		17.1*		18.9*			
SHARE OF AUDIENCE %			9		20	19		12 *	32	29 *		30 *		34			
AVG. AUD. BY ¼ HR. %			4.3	4.2	10.3	10.1	11.1	11.8	15.3	16.5	16.8	17.3	18.7	19.1	19.5		19.9
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,810 / 22.2		14,600 / 20.5		15,590 / 21.9				12,600 / 17.7				
					Sanford and Son		Chico And The Man	(OP)	Rockford Files								
AVERAGE AUDIENCE (Households (000) & %)					14,100 / 19.8		13,880 / 19.5		12,820 / 18.0	17.8*		18.1*	10,470 / 14.7		Serpico		(OP)
SHARE OF AUDIENCE %					38		36		32	32 *		32 *	29		29 *		
AVG. AUD. BY ¼ HR. %					19.3	20.2	18.8	18.2	17.8	17.8	18.4	18.1	15.0	14.6	14.6		14.3
WEEK 3																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					17,520 / 24.6				20,790 / 29.2								
					Donny & Marie					ABC Friday Night Movie "THE GREAT HOUDINIS" (9:00-10:55PM)							(OP)
AVERAGE AUDIENCE (Households (000) & %)					13,670 / 19.2	19.4 ●		20.2* ●	15,240 / 21.4	21.3*		21.1*		21.7*			21.6*
SHARE OF AUDIENCE %					33	31 *		34	37	36 *		36 *		39 *			35 *
AVG. AUD. BY ¼ HR. %					17.3	18.6	19.9	20.9	21.3	21.2	21.2	21.0	21.6	21.7	22.4		20.5
WEEK 4																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			3,610 / 5.1		10,400 / 14.6				19,440 / 27.3								
			Campaign '76: Race for the White House		Spencer's Pilots				(OP)	Friday Night CBS Movies "BRANNIGAN" (9:00-11:16PM) (1)							
AVERAGE AUDIENCE (Households (000) & %)			2,850 / 4.0		8,190 / 11.5	9.01 ●		12.6*	17.8	17.2*		17.1*		18.0*			18.5*
SHARE OF AUDIENCE %			8		20	18 *		12 *	32	29 *		29 *		32 *			
AVG. AUD. BY ¼ HR. %			3.9	4.1	10.3	10.6	12.4	12.9	17.1	17.2	17.2	17.0	17.9	18.1	18.4		18.7
WEEK 5																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					17,300 / 24.3		15,450 / 21.7		14,880 / 20.9				11,610 / 16.3				
					Sanford and Son		Chico And The Man	(OP)	Rockford Files						Serpico		(OP)
AVERAGE AUDIENCE (Households (000) & %)					15,380 / 21.6		14,950 / 21.0		12,320 / 17.3	17.2*		17.4*	9,970 / 14.0	14.2*			13.8*
SHARE OF AUDIENCE %					38		35		29	29 *		30 *	25	25 *			25 *
AVG. AUD. BY ¼ HR. %					20.6	22.5	21.0	21.0	17.3	17.2	17.5	17.3	14.2	14.1	13.8		13.7
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	45.5	47.4	47.2	48.9	51.7	53.7	53.7	54.8	55.0	56.3	57.5	57.9	56.2	55.9	55.6		54.1
WK 2	51.2	52.1	52.1	53.2	55.7	58.4	59.0	59.9	59.6	59.2	59.2	58.3	56.1	55.8	55.8		53.7

U. S. TV Households: 71,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. FRI. OCT. 8, 1976

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
	ABC TV					Captain and Tennille				(OP) NFL Monday Night Football "SAN FRANCISCO VS. LOS ANGELES" (9:00-11:57PM)(1)								
	TOTAL AUDIENCE (Households (000) & %)					17,660 / 24.8				25,850 / 36.3								
	AVERAGE AUDIENCE (Households (000) & %)					14,740 / 19.3	18.4*		20.3*	14,240 / 20.0	19.9*		21.5*		[illegible]		[illegible]	
	SHARE OF AUDIENCE %					29	28 *		30 *	41	40 *		42 *		[illegible]		30 *	
	AVG AUD. BY ¼ HR. %					18.1	18.8	20.2	20.5	18.6	21.2	21.3	21.8	22.1	20.5	19.3	19.7	
	CBS TV					Rhoda	(OP)	Phyllis		Maude		Country Music Association Awards (9:00-11:00PM)						
	TOTAL AUDIENCE (Households (000) & %)					16,870 / 23.7		15,090 / 21.2		20,360 / 28.6		25,560 / 35.9						
	AVERAGE AUDIENCE (Households (000) & %)					15,310 / 21.5		13,670 / 19.2		17,370 / 24.4		19,440 / 27.3	25.8*		[illegible]		28.2*	
	SHARE OF AUDIENCE %					33				38		41	38 *		42 *		45	
	AVG. AUD. BY ¼ HR %					20.9	22.1	18.4	20.0	22.9	25.9	25.2	26.5	27.4	28.6	28.9	27.5	
	NBC TV					Little House On The Prairie				(OP) NBC Monday Night Movies "JESUS CHRIST SUPERSTAR" (9:00-11:00PM)								
	TOTAL AUDIENCE (Households (000) & %)					18,230 / 25.6				23,070 / 32.4								
	AVERAGE AUDIENCE (Households (000) & %)					15,090 / 21.2	19.7*		22.7*	11,750 / 16.5	20.0*		16.6		15.5		13.9*	
	SHARE OF AUDIENCE %					32	30		33 *	29			24 *		23 *		22	
	AVG. AUD. BY ¼ HR %					19.1	20.4	22.3	23.2	22.0	17.9	16.9	16.3	14.2	14.9	14.6	13.2	
	ABC TV					Captain and Tennille				(OP) NFL Monday Night Football "NEW YORK JETS VS. NEW ENGLAND" (9:00-12:14AM)(1)								
	TOTAL AUDIENCE (Households (000) & %)					15,590 / 21.9				25,990 / 36.5								
	AVERAGE AUDIENCE (Households (000) & %)					12,100 / 17.0	16.[illegible]		17.8*	12,740 / 17.9	[illegible]		[illegible]		21.6*		19.0*	
	SHARE OF AUDIENCE %					26	[illegible]		27 *	33	31 *		[illegible]		35 *		33 *	
	AVG. AUD. BY ¼ HR. %					16.1	16.7	17.7	17.8	19.4	20.9	22.0	[illegible]	22.2	21.0	19.5	18.6	
	CBS TV					Rhoda	(OP)	Phyllis		Maude		All's Fair		Executive Suite			(OP)	
	TOTAL AUDIENCE (Households (000) & %)					15,740 / 22.1		15,310 / 21.5		18,080 / 25.4		17,370 / 24.[illegible]		16,800 / 23.6				
	AVERAGE AUDIENCE (Households (000) & %)					14,520 / 20.4		13,740 / 19.3		15,950 / 22.4		15,590 / 21.9		13,170 / 18.5	19.0*		17.9*	
	SHARE OF AUDIENCE %					31		28		33		33		32	31 *		33 *	
	AVG. AUD. BY ¼ HR. %					19.9	20.9	19.0	19.7	21.9	22.9	21.4	21.3	19.1	18.8	18.2	17.6	
	NBC TV					Little House On The Prairie				(OP) NBC Monday Night Movies "SHERLOCK HOLMES IN NEW YORK" (9:00-10:55PM)								(OP)
	TOTAL AUDIENCE (Households (000) & %)					19,860 / 27.9				19,790 / 27.8								
	AVERAGE AUDIENCE (Households (000) & %)					16,730 / 23.5	21.5*		25.6*	11,820 / 16.6	19.2*		17.4*		15.4*		13.9*	
	SHARE OF AUDIENCE %					35	33 *		38 *	27	28 *		26 *		25 *		26 *	
	AVG. AUD. BY ¼ HR. %					20.5	22.5	25.4	25.8	20.2	18.3	17.8	16.9	15.8	15.1	14.4	13.0	
	TV HOUSEHOLDS USING TV (See Def. 1) WK 1	53.2	55.2	57.5	61.4	64.9	66.3	67.1	68.8	68.4	69.4	68.8	68.7	68.0	65.9	63.8	61.0	
	TV HOUSEHOLDS USING TV (See Def. 1) WK 2	57.6	59.2	60.2	62.3	64.7	66.6	67.6	68.3	68.1	67.8	66.6	65.6	61.7	59.2	55.6	51.8	

U.S. TV Households: 71,200,000 Half-hour ratings (for immediately preceding and subsequent quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR TOTAL PROGRAM AND/OR REM. RATINGS, SEE OP PAGES.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

TUE. OCT. 12, 1976

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) 6 %)					11,680 / 16.4												
						Amer. League Champ. Pre 3' (8:00-8:26PM)					American League Championship Game 3 "KANSAS CITY VS. NEW YORK YANKEES" (8:26-11:33PM)(1)							
	AVERAGE AUDIENCE (Households (000) 6 %)					14.2				27 *		18.4* / 28 •		20.6* / 31 •		35 •		21.0* / 34 •
	SHARE OF AUDIENCE %					24												
	AVG. AUD. BY ¼ HR. %					14.1	14.4	16.4	17.7	18.0	18.8			20.7	22.3	21.9	20.7	21.3
	CBS TV																	
	TOTAL AUDIENCE (Households (000) 6 %)					18,710 / 26.3				22,780 / 32.0		19,720 / 27.7			15,810 / 22.2			
						Tony Orlando & Dawn Rainbow Hour			(OP)	M*A*S*H		One Day at a Time					Switch	(OP)
	AVERAGE AUDIENCE (Households (000) 6 %)					13,880 / 19.5			20.3* / 29 •	20,860 / 29.1		18,370 / 25.8			13,030 / 18.3			18.1* / 31 •
	SHARE OF AUDIENCE %						29 •			43					31			
	AVG. AUD. BY ¼ HR. %					17.9	19.7	19.8	20.9	29.1	30.3	26.0	25.6	18.7	18.2	18.5	17.4	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) 6 %)					20,580 / 28.9				19,440 / 27.3					16,730 / 23.5			
						Bea Bea Black Sheep			(OP)			Police Woman					Police Story	(OP)
	AVERAGE AUDIENCE (Households (000) 6 %)					16,660 / 23.4	22.1* / 35 •		24.7* / 34 •	15,310 / 21.5	20.8* / 32 •				13,810 / 19.4			18.6* / 33 •
	SHARE OF AUDIENCE %						34 •			32					33			32 •
	AVG. AUD. BY ¼ HR. %					21.1	23.1	24.8	24.6	21.0	20.7	22.2	22.2		20.4	19.7	19.1	17.8
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)					26,270 / 36.9		24,210 / 34.0		18,010 / 25.3					15,170 / 21.3			
						Happy Days		Laverne & Shirley		Rich Man, Poor Man – Book II				(OP)		Family		(OP)
	AVERAGE AUDIENCE (Households (000) 6 %)					23,640 / 33.2		22,500 / 31.6		14,380 / 20.2	20.0* / 28 •			20.4* / 27 •	17.7 / 27 •	17.9* / 27 •		17.5*
	SHARE OF AUDIENCE %					49		45		28	28 *							
	AVG. AUD. BY ¼ HR. %					17.1	34.8	21.1	31.1	20.4	19.6	20.6	20.0		17.8	18.0	17.7	17.3
	CBS TV																	
	TOTAL AUDIENCE (Households (000) 6 %)					11,890 / 16.7				19,650 / 27.6		18,370 / 25.8			15,310 / 21.5			
						Tony Orlando & Dawn Rainbow Hour			(OP)	M*A*S*H		One Day at a Time				Switch		(OP)
	AVERAGE AUDIENCE (Households (000) 6 %)					7,900 / 11 %	10.6* / 19		11.6* / 19	17,870 / 25.1		16,660 / 23.4			12,320 / 17.3	18.0* / 27 •		16.4* / 26 •
	SHARE OF AUDIENCE %									35		33			27			
	AVG. AUD. BY ¼ HR. %					10.9	10.4	11.8	11.4	24.3	25.0	23.4	23.4		18.2	17.7	16.7	15.9
	NBC TV																	
	TOTAL AUDIENCE (Households (000) 6 %)					13,390 / 18.8	32,610 / 45.8											
						Baseball World (8:00-8:13PM)	(2)					World Series Game 3 "NEW YORK YANKEES VS. CINCINNATI" (8:16-11:24PM)(1)						
	AVERAGE AUDIENCE (Households (000) & %)					13,170 / 18.5	21,220 / 29.8		26.8* / 39 *		28.9* / 41 *			30.7* / 43 *		32.3* / 47 *		33.5* / 50 *
	SHARE OF AUDIENCE %					30	44											
	AVG. AUD. BY ¼ HR. %					18.5	21.2	25.6	28.0	29.6	29.2	30.3	31.1		32.8	31.8	33.3	33.6
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	54.3	56.9	57.6	60.3	63.1	65.8	67.7	68.9	68.1	68.4	67.9	67.1	61.6	60.3	58.9	55.8	
	WK 2	57.9	59.6	61.5	63.9	66.3	68.8	70.2	71.1	71.2	71.5	71.2	70.5	67.2	65.6	64.7	61.9	

U.S. TV Households: 71,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR TOTAL PROGRAM AND/OR REM. RATINGS, SEE OP PAGES.
(2) "NBC NEWS UPDATE", NBC, (8:13-8:16PM), FOR RATINGS, SEE OP PAGES.

EVE. TUE. OCT. 19, 1976

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. • OCT. 13, 1976

WEEK	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)					19,150 26.9				18,010 25.3				18,300 25.7				
						New Original Wonder Woman (8:00-9:00PM)						Baretta			Charlie's Angels			(OP)
	AVERAGE AUDIENCE (Households (000) & %)					14,740 20.7				15,020 21.1				16,450 23.1				
	SHARE OF AUDIENCE %					33	18.2* 30 *		37 *	33	20.6* 32 *		21.6* 34 *	39	23.3* 39 *			39 *
	AVG. AUD. BY ¼ HR. %					17.1	19.4	23.1	23.4	20.3	20.9	21.6	21.6	23.1	23.6	23.5		21.7
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)					16,090 22.7		21,740 17.9		15,610 22.0		17,230 24.2		14,380 20.2				
						Good Times	(OP)	Ball Four		All In The Family		Alice			Blue Knight			(OP)
	AVERAGE AUDIENCE (Households (000) & %)					14,740 20.7		11,390 16.0		17,520 24.6		16,020 22.5		12,390 17.4	17.4*			17.5*
	SHARE OF AUDIENCE %					34		25		39		36		62	62			61 *
	AVG.AUD.BY ¼ HR. %					20.0	21.5	16.1	16.6	24.0	25.2	22.9	22.4	17.4	17.4	17.5		17.4
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)					10,250 14.4		14,880 20.9						13,740 19.3				
						The Practice				NBC Movie of the Week "SCOTT FREE" (8:30-8:50PM)(8:51-10:00PM)					The Quest			(OP)
	AVERAGE AUDIENCE (Households (000) & %)					9,960 13.0		9,990 14.0				14.1*		11,010 16.3	16.2*			16.5*
	SHARE OF AUDIENCE %					21		22				22 *		27	27 *			28 *
	AVG. AUD BY ¼ HR. %					12.9	13.1	14.1	13.6	14.7	14.0	14.4	13.8	15.9	16.5	16.6		16.3
2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)					26,920 35.0				21,930 30.8				24,640 34.6				
						Bionic Woman						Baretta	(OP)		Charlie's Angels			(OP)
	AVERAGE AUDIENCE (Households (000) & %)					19,860 27.9				18,800 26.4				22,140 31.1				
	SHARE OF AUDIENCE %					43	25.3* 40 *		47 *	41	26.0* 40 *		26.9* 42 *	45	30.8* 45 *			51.4* 55 *
	AVG. AUD. BY ¼ HR. %					24.0	26.5	30.3	30.7	26.1	25.8	26.9	27.1	30.3	31.3	32.1		30.5
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)					17,020 23.9		13,100 18.4		21,150 29.7		20,160 28.3		14,170 19.9				
						Good Times	(OP)	Ball Four		All In The Family		Alice			Blue Knight			(OP)
	AVERAGE AUDIENCE (Households (000) & %)					15,520 21.8		11,530 16.2		19,580 27.5		18,300 25.7		11,530 16.2				
	SHARE OF AUDIENCE %					34		25		42		40		28	28	16.8*		15.3* 27 *
	AVG. AUD. BY ¼ HR. %					21.0	22.7	16.0	16.4	26.9	28.1	25.8	25.7	17.4	16.2	15.6		15.0
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)					16,010 23.7												
						Day of the Jackal (8:00-9:02PM)(9:03-11:00PM)(R)				(OP)		Day of the Jackal (8:00-9:02PM)(9:03-11:00PM)(R)						
	AVERAGE AUDIENCE (Households (000) & %)					6,760 9.5		11,1* 17 *		10.2* 16 *		9.3* 14 *		8.9* 14 *	8.8* 15 *			8.5* 15 *
	SHARE OF AUDIENCE %					15												
	AVG. AUD. BY ¼ HR. %					12.4	9.7	10.2	10.2	9.5	9.1	8.9	8.8	9.0	8.7	8.4		8.6
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	52.3	54.0	55.8	57.6	59.5	62.7	63.2	63.4	63.1	64.2	63.7	62.8	59.8	60.2	60.4		56.6
	WK 2	56.9	58.3	60.1	62.1	63.2	64.0	64.4	65.4	66.2	65.4	64.3	63.8	60.5	59.1	58.6		54.9

U.S. TV Households: 71,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. OCT. 14, 1976

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)					14,740 / 20.7												
				Ford Press Conference (7:30-8:03PM)(SUS.)		Amer. League Champ. Pre 5 (8:03-8:25PM)					American League Championship Game 5 "KANSAS CITY VS. NEW YORK YANKEES" (8:25-11:54PM)(1)							
	AVERAGE AUDIENCE (Households (000) & %)					12,890 / 18.1			20.6*		22.4*		23.3*					2.92
	SHARE OF AUDIENCE %					30			31		33 *		34 *			40 *		41 *
	AVG. AUD. BY ¼ HR %					17.6	18.8	20.2	21.0	1.22	9.22	23.0	23.5	26.1	26.5	26.5		25.9
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)					18,650 / 26.2				18,160 / 25.5				16,730 / 23.5				
				Ford Press Conference (7:30-8:03PM)(SUS.)		The Waltons (8:03-9:00PM)			(OP)		Hawaii Five-0 (9:03-9:57PM)		(OP)		Barnaby Jones (10:03-10:57PM)			(OP)
	AVERAGE AUDIENCE (Households (000) & %)					15,520 / 21.8	20.3*		23.2*	15,660 / 22.0	21.5*		22.5 *	14,450 / 20.3	20.2 *			20.3*
	SHARE OF AUDIENCE %					33	32 *		34 *	31	30 *		32 *	32	31 *			31 *
	AVG. AUD. BY ¼ HR. %					19.2	21.2	22.0	23.8	21.2	21.9	22.5	22.4	20.4	20.2	19.2		19.2
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)					15,590 / 21.9				18,370 / 25.8				13,100 / 18.4				
				Ford Press Conference (7:30-8:04PM)(SUS.)		Gemini Man (8:04-8:58PM)			(OP)		Best Sellers "CAPTAINS AND THE KINGS"				Van Dyke and Company			
	AVERAGE AUDIENCE (Households (000) & %)					11,960 / 16.8	15.8*		9.11 *	15,020 / 21.2	21.2*		21.0*	9,610 / 13.5	14.1 *			13.0*
	SHARE OF AUDIENCE %					25	25 *		92 *	30			31 *	22	22 *			22 *
	AVG. AUD BY ¼ HR. %					14.9	16.5	17.5	18.1	20.9	21.5	21.2	20.6	14.4	13.7	13.1		12.8
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)					17,370 / 24.4		13,960 / 19.6		14,100 / 19.8		12,740 / 17.9		14,380 / 20.2				
						Welcome Back, Kotter		Barney Miller		Tony Randall Show		Nancy Walker Show			Streets of San Francisco			(OP)
	AVERAGE AUDIENCE (Households (000) & %)					14,520 / 20.4		12,090 / 18.1		12,600 / 17.7		11,460 / 16.1		11,960 / 16.8	16.6*			16.9*
	SHARE OF AUDIENCE %					32		28		27		25		02	27 *			28 *
	AVG. AUD. BY ¼ HR. %					19.3	21.5	18.2	17.9	17.4	18.0	16.3	15.8	16.4	16.9	17.2		16.6
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)					18,010 / 25.3				16,300 / 22.6				10,820 / 15.2				
															(OP)	Barnaby Jones		
	AVERAGE AUDIENCE (Households (000) & %)					13,670 / 2 %		17.5*	21.1*	12,890 / 18.1			18.5*	9,260 / 13.0	13.4*			12.6*
	SHARE OF AUDIENCE %							27 *	32 *	27	27		28	22	22 *			12
	AVG. AUD. BY ¼ HR. %					16.5		18.4	20.7	18.0	18.4		18.4	13.4	13.4	12.8		12.1
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)					13,670 / 19.2												
						Baseball World (8:00-8:13PM)	(2)				World Series Game 4 "NEW YORK YANKEES VS. CINCINNATI" (8:14-11:23PM)(1)							
	AVERAGE AUDIENCE (Households (000) & %)					13,310 / 18.7			26.0*		29.9*		31.1*		33.8*			35.0*
	SHARE OF AUDIENCE %					32			40 *		46 *		48 *		53 *			55 *
	AVG. AUD. BY ¼ HR. %					18.7	21.3	25.0	27.0	29.3	30.4	30.6	31.6	33.6	33.9	34.1		36.0
	HOUSEHOLDS USING TV (See Def. 1)	WK 1	51.6	53.7	55.2	58.5	61.9	64.8	67.7	69.3	70.1	70.7	70.8	69.6	65.3	63.7	61.9	58.7
		WK 2	55.1	56.1	57.2	60.1	62.6	64.8	65.3	66.3	66.1	66.8	66.0	63.7	60.7	60.3	59.9	59.3

U.S. TV Households: 72,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR TOTAL PROGRAM AND/OR REM. RATINGS, SEE OP PAGES.
(2) "NBC NEWS UPDATE", NBC, (8:13-8:14PM), FOR RATINGS, SEE OP PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

TIME: 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00

WEEK 1

ABC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)	17,300 / 24.3												
	Donny And Marie				(OP) Battle for the White House (9:00-9:30PM)(SUS.)				Vice Presidential Debate (9:30-10:52PM)(SUS.)				(1)
AVERAGE AUDIENCE (Households (000) & %)	13,240 / 18.6												
SHARE OF AUDIENCE %	32	17.7*	31 •		19.7* / 34 *								
AVG. AUD. BY ¼ HR. %	17.3	18.2	19.9	19.4									

CBS TV

	7:30	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)		14,740 / 20.7												9,400 / 13.2
	CBS Sports Special - Boxing (7:30-8:00PM)(SUS.)		CBS Sports Special - Boxing (8:00-9:28PM)			(OP)				Vice Presidential Debate (9:30-10:48PM)(SUS.)				(2)
AVERAGE AUDIENCE (Households (000) & %)		9,610 / 13.5												9,540 / 13.4
SHARE OF AUDIENCE %		24	12.9* / 23 *		14.5* / 42 •		13.2* / 23 •							26
AVG. AUD. BY ¼ HR %		12.3	13.4	14.5	14.5	13.4	13.1							13.4

NBC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)	16,450 / 23.1		21,790 / 30.6										9,750 / 13.7
	Sanford and Son		Rockford Files (8:30-8:56PM)(8:57-9:30PM) (OP)						Vice Presidential Debate (9:30-10:49PM)(SUS.)				(3)
AVERAGE AUDIENCE (Households (000) & %)	15,020 / 21.1		16,160 / 22.7		19.8*		25.6*						9,830 / 13.8
SHARE OF AUDIENCE %	37		39		34 •		44 *						27
AVG. AUD. BY ¼ HR. %	20.2	21.9	19.0	20.6		25.6	25.5						13.8

WEEK 2

ABC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)	16,870 / 23.7					13,240 / 18.6							
	Donny & Marie				(OP) Holmes and YoYo (9:00-9:30PM)				Ford/Carter Debates (9:30-11:01PM)(SUS.)				
AVERAGE AUDIENCE (Households (000) & %)	13,880 / 19.5					12,100 / 17.0							
SHARE OF AUDIENCE %	32	19.0* / 32 *			20.2* / 33 *	28							
AVG. AUD. BY ¼ HR. %	18.2	19.7	20.5	19.7	16.7	17.2							

CBS TV

	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)	4,270 / 6.0		19,010 / 26.7												
	Campaign '76: Race for the White House			Heavyweight Championship (8:00-9:28PM)			(OP)			Presidential Debates (9:30-11:00PM)(SUS.)					
AVERAGE AUDIENCE (Households (000) & %)	3,770 / 5.3		13,030 / 18.3												
SHARE OF AUDIENCE %	10		30	15.3* / 25 *		17.9* / 29 *		21.8* / 35 *							
AVG. AUD. BY ¼ HR. %	4.8	5.7	15.3	15.4	17.4	18.4	21.6	22.1							

NBC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)	16,950 / 23.8		14,450 / 20.3		12,600 / 17.7								
	Sanford and Son		Chico And The Man (OP)		The Practice (9:00-9:30PM)				1976 Presidential Debate III (9:30-11:01PM)(SUS.)				
AVERAGE AUDIENCE (Households (000) & %)	14,810 / 20.8		13,670 / 19.2		11,820 / 16.6								
SHARE OF AUDIENCE %	35		31		27								
AVG. AUD. BY ¼ HR. %	20.1	21.4	18.7	19.7	16.6	16.6							

TV HOUSEHOLDS USING TV (See Def. 1)	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	49.5	51.7	52.2	53.1	56.1	57.9	58.2	58.0	58.1	57.6	55.5	54.2	52.7	51.5	50.5	48.8
WK 2	53.3	55.3	56.4	57.7	59.2	61.1	61.2	62.0	61.4	61.6	59.7	58.8	57.3	56.5	55.3	54.0

U.S. TV Households: 71,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "V.P. DEBATE ANALYSIS", ABC, (10:52-11:00PM)(SUS.). (2) "V.P. DEBATE SUMMARY", CBS, (10:48-11:00PM)(SUS.), (3) "V.P. DEBATE ANALYSIS", NBC, (10:49-11:00PM)(SUS.).

NATIONAL Nielsen TV AUDIENCE ESTIMATES — EVE. MON, OCT. 18, 1976

TIME	7:00	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)				16,590 / 23.3					25,920 / 36.4							
				Captain and Tennille				(OP)	Monday Night Football "ST. LOUIS VS. WASHINGTON" (9:00-12:03AM)(1)							
AVERAGE AUDIENCE (Households (000) & %)									15,240							
SHARE OF AUDIENCE %				17.8	17.1*				21.4	20.1*		23.5*		23.0*		21.7*
AVG. AUD. BY ¼ HR. %				16.8	17.4	18.6	18.5		19.3	23.5	23.6	23.3	22.7	21.1	22.2	
CBS																
TOTAL AUDIENCE (Households (000) & %)						15,590 / 22.4			16,660 / 23.4		15,090 / 21.2		13,310 / 18.7			
				Rhoda	(OP)	Phyllis			Maude		All's Fair		Executive Suite			(OP)
AVERAGE AUDIENCE (Households (000) & %)				14,450		14,100			15,520		13,670		11,110			
SHARE OF AUDIENCE %				30		19.8			21.8		19.2		15.6	15.6*		15.7*
AVG. AUD. BY ¼ HR. %						19.2	20.5				19.5	18.9	15.8	15.4	15.6	15.7
NBC TV																
TOTAL AUDIENCE (Households (000) & %)				28,270 / 39.7												
									NBC Monday Night Movies "AMELIA EARHART" (8:00-9:00PM)(9:00-10:55PM) (OP)								(OP)
AVERAGE AUDIENCE (Households (000) & %)				18,370												
SHARE OF AUDIENCE %				25.8	23.6*		26.0*			26.3*		26.6*		26.6*		25.5*
AVG. AUD. BY ¼ HR. %				23.0	24.2	26.0	26.0		26.5	26.1	27.0	26.3	26.8	26.5	26.9	23.9
WEEK 2																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)				8,120 / 11.4		6,690 / 9.4			27,910 / 39.2							
				Carter for President (8:00-8:30PM)		Ford for President (8:30-9:00PM)			NFL Monday Night Football "HOUSTON VS. BALTIMORE" (9:00-12:03AM)(1)							
AVERAGE AUDIENCE (Households (000) & %)				6,410 / 9.0		5,700 / 8.0			14,380 / 20.2			24.3*		25.2*		
SHARE OF AUDIENCE %				14		21			37			37		41		40
AVG. AUD. BY ¼ HR. %				10.1	7.9	7.3	8.7		18.6	21.2	23.7	24.9		24.4	22.3	21.4
CBS TV																
TOTAL AUDIENCE (Households (000) & %)				18,370 / 25.8		18,940 / 26.6			22,640 / 31.8		21,360 / 30.0		11,890 / 16.7		8,260 / 11.6	
				Rhoda	(OP)	Phyllis			Maude		All's Fair		Carter for President (10:00-10:30PM)		Ford for President (10:30-11:00PM)	
AVERAGE AUDIENCE (Households (000) & %)				16,230 / 22.8		17,160 / 24.1			20,580 / 28.9		19,440 / 27.3		9,970 / 14.0		7,190 / 10.1	
SHARE OF AUDIENCE %				35		36			44		43		25		21	
AVG. AUD. BY ¼ HR. %				21.7	24.0	23.0	25.2		28.0	29.7	27.8	26.8	15.2	12.9	10.8	9.4
NBC TV																
TOTAL AUDIENCE (Households (000) & %)				20,930 / 29.4					11,010 / 15.8		6,050 / 8.5		6,270 / 8.8		9,470 / 13.3	
				Little House On The Prairie				(OP)	Carter for President (9:00-9:30PM)		Ford for President (9:30-10:00PM)		Larouche for President (10:00-10:30PM)		Decision '76: Election Eve (10:30-11:30PM)(1)	
AVERAGE AUDIENCE (Households (000) & %)				17,660 / 24.8					7,690 / 10.8		5,060 / 7.1		4,910 / 6.9		5,620 / 7.9	
SHARE OF AUDIENCE %				38	23.2*		26.7*		16		11		12		18	7.2*
AVG. AUD. BY ¼ HR. %				22.4	24.1	26.7	26.8		12.1	9.5	7.7	6.4	6.8	6.9	7.0	7.4
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	59.3	61.4	62.7	64.6	66.6	68.2	69.0	69.7	69.9	70.6	70.6	69.4	66.4	64.6	63.0	59.0
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	62.0	62.7	62.8	64.3	64.1	65.7	66.8	67.5	66.2	66.5	64.8	63.6	57.5	54.9	50.8	47.1

U. S. TV Households: 71,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR TOTAL PROGRAM AND/OR REM. RATINGS, SEE OF PAGES.

EVE. MON. NOV. 1, 1976

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. TUE. OCT. 26, 1976

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) 6 %)					23,350 / 32.8		21,430 / 30.1		17,870 / 25.1				14,740 / 20.7				
					Happy Days		Laverne & Shirley		Rich Man, Poor Man – Book II					Family			(OP)
AVERAGE AUDIENCE (Households (000) 6 %)					062,12		19,790		14,520				12,030				
SHARE OF AUDIENCE %					29.9		27.8		20.4	20.4*		20.4*	16.9	17.5*			29.1*
AVG. AUD. BY ¼ HR. %					46		42		31	31 *		31 *	62	*			62 *
					29.0	30.8	27.8	27.9	20.9	20.0	20.4	20.4	18.1	16.9	16.5		15.9
CBS TV																	
TOTAL AUDIENCE (Households (000) 6 %)					16,590 / 23.3				19,150 / 26.9		16,950 / 23.8		15,380 / 21.6				
					Peggy Fleming Special (8:00-8:58PM)			(OP)	M*A*S*H		One Day at a Time			Switch			(OP)
AVERAGE AUDIENCE (Households (000) 6 %)					13,030				17,590		15,660		13,460				
SHARE OF AUDIENCE %					18.3	17.6*		19.6*	24.7		22.0		18.9	19.1*			18.6*
AVG. AUD. BY ¼ HR. %					28	27 *		29 *	38		34		33	*			33 *
					17.3	17.8	18.8	19.6	24.4	24.9	21.9	22.2	19.4	18.8	18.7		18.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					10,100 / 18.4				16,520 / 23.2				16,090 / 22.6				
					Baa Baa Black Sheep			(OP)	Police Woman					Police Story			
AVERAGE AUDIENCE (Households (000) 6 %)					10,110				13,740				13,530				
SHARE OF AUDIENCE %					14.2	13.6*		14.9*	19.3	18.2*		20.3*	19.0	19.1*			18.8*
AVG. AUD. BY ¼ HR. %					22	21 *		23 *	30	28 *		31 *	33	32 *			33 *
					13.7	13.6	14.9	14.8	18.0	18.5	20.3	20.4	18.7	19.5	19.2		18.4
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) 6 %)	6,550 / 9.2		8,050 / 11.3		10,110 / 14.2		10,470 / 14.7		11,180 / 15.7		10,750 / 15.1		10,960 / 15.4		10,540 / 14.8		
	Political Spirit-'76-Election-7:00PM (7:00-7:23PM)		Political Spirit-'76-Election-7:30PM (7:30-7:53PM)		Political Spirit-'76-Election-8:00PM (8:00-8:23PM)		Political Spirit-'76-Election-8:30PM (8:30-8:53PM)		Political Spirit-'76-Election-9:00PM (9:00-9:23PM)		Political Spirit-'76-Election-9:30PM (9:30-9:53PM)		Political Spirit-'76-Election-10:00PM (10:00-10:23PM)		Political Spirit-'76-Election-10:30PM (10:30-10:53PM)		
AVERAGE AUDIENCE (Households (000) & %)	6,350 / 8.5		7,190 / 10.1		9,110 / 12.8		9,610 / 13.5		10,040 / 14.1		9,610 / 13.5		9,900 / 13.9		9,750 / 13.7		
SHARE OF AUDIENCE %	14		16		19		19		20		18		20		20		
AVG. AUD. BY ¼ HR. %	9.8	7.8	10.2	10.1	13.0	12.5	13.5	13.5	13.9	14.3	13.9	13.0	14.1	13.6	13.8		13.4
CBS TV																	
TOTAL AUDIENCE (Households (000) 6 %)	11,040 / 15.5		13,100 / 18.4		15,170 / 21.3		15,590 / 21.9		15,940 / 22.4		15,740 / 22.1		15,740 / 22.1		14,950 / 21.0		
	Campaign '76-Election-7:00PM (7:00-7:23PM)		Campaign '76-Election-7:30PM (7:30-7:53PM)		Campaign '76-Election-8:00PM (8:00-8:23PM)		Campaign '76-Election-8:30PM (8:30-8:53PM)		Campaign '76-Election-9:00PM (9:00-9:23PM)		Campaign '76-Election-9:30PM (9:30-9:53PM)		Campaign '76-Election-10:00PM (10:00-10:23PM)		Campaign '76-Election-10:30PM (10:30-10:53PM)		
AVERAGE AUDIENCE (Households (000) & %)	9,970 / 14.0		12,180 / 17.1		14,100 / 19.8		14,240 / 20.0		14,450 / 20.3		14,600 / 20.7		14,600 / 20.5		13,030 / 18.3		
SHARE OF AUDIENCE %	30		27		30		29		28		28		29		27		
AVG. AUD. BY ¼ HR. %	14.1	13.8	16.9	17.6	19.8	19.7	20.1	20.2	20.1	20.5	20.1	21.1	20.6	20.3	19.3		16.3
NBC TV																	
TOTAL AUDIENCE (Households (000) 6 %)	9,040 / 12.7		11,610 / 16.3		14,520 / 20.4		15,090 / 21.2		17,590 / 24.7		18,800 / 26.4		18,510 / 26.0		17,730 / 24.9		
	Decision '76-Election-7:00PM (7:00-7:23PM)		Decision '76-Election-7:30PM (7:30-7:53PM)		Decision '76-Election-8:00PM (8:00-8:23PM)		Decision '76-Election-8:30PM (8:30-8:53PM)		Decision '76-Election-9:00PM (9:00-9:23PM)		Decision '76-Election-9:30PM (9:30-9:53PM)		Decision '76-Election-10:00PM (10:00-10:23PM)		Decision '76-Election-10:30PM (10:30-10:53PM)		
AVERAGE AUDIENCE (Households (000) 6 %)	8,260 / 11.6		10,680 / 15.0		13,170 / 18.5		14,170 / 19.9		16,520 / 23.2		17,520 / 24.6		17,370 / 24.4		16,590 / 23.3		
SHARE OF AUDIENCE %	19		24		28		29		32		34		34		34		
AVG. AUD. BY ¼ HR. %	11.4	12.1	15.1	14.9	18.0	19.4	19.7	20.4	22.8	23.8	24.4	25.0	24.3	24.6	23.1		23.6
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	56.7	58.3	58.6	60.9	64.4	65.3	65.3	66.3	65.0	65.0	65.1	65.4	59.7	58.6	57.7		54.6
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	64.1	64.8	65.5	67.4	69.6	71.2	72.0	72.1	73.4	74.2	74.3	73.9	71.7	69.2	67.1		65.1

U.S. TV Households: 71,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. TUE. NOV. 2, 1976

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. WED. OCT. 27, 1976

TIME	7:00	X I S	7:30	7:45	8:00	8:15	8:30	M S	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					24,280 / 34.1					30.9			23,350 / 32.8				
						Bionic Woman					Baretta		(OP)	Charlie's Angels			(OP)
AVERAGE AUDIENCE (Households (000) & %)					19,940 / 28.0		25.8*			19,370 / 27.2	26.4*		20,650 / 29.0				29.1*
SHARE OF AUDIENCE %					43		40 *			46 •	40	39 *	42	49	47 *		51
AVG. AUD. BY ¼ HR. %					25.0		26.5		30.3		28.2		28.5	29.4			27.8
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					14,670 / 20.6		15.3			20,360 / 28.6		18,510 / 25.9		13,740 / 19.3			
					Good Times	(OP)	Ball Four			All In The Family		Alice		Tony Orlando & Dawn (R)			(OP)
AVERAGE AUDIENCE (Households (000) & %)					13,310 / 18.7		9,610 / 13.5			18,940 / 26.6		16,800 / 23.6		10,470 / 14.7	15.8*		
SHARE OF AUDIENCE %					62		21			39		35		25	26		23 •
AVG. AUD. BY ¼ HR. %					17.9	19.6	11.0		14.1	25.9	27.2	23.5	23.8	16.9	14.7	13.4	13.2
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					8,400 / 11.8		11,040 / 15.5						11,320 / 15.9				
					The Practice			NBC Movie of the Week "ARCHIE BROCKELMAN, PRIVATE EYE" (8:00-8:55PM)(8:56-10:00PM) (OP)					The Quest				(OP)
AVERAGE AUDIENCE (Households (000) & %)					7,690 / 10.8		7,550 / 10.6	10.5*		10.4*		10.8*	13.0	13.1*			
SHARE OF AUDIENCE %					17		16	16 •		15 •		16 *	22	12 •			22 •
AVG. AUD. BY ¼ HR. %					11.0	10.7	10.4	10.6	10.5	10.2	10.6	11.0	13.0	13.1	13.2		12.8
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					24,140 / 33.9					23,350 / 32.8			28,050 / 39.4				
						Bionic Woman					Baretta			Charlie's Angels			
AVERAGE AUDIENCE (Households (000) & %)					22,020 / 28.4		27.2*		29.6*	27.0	26.6*		24,140 / 33.9				33.4*
SHARE OF AUDIENCE %					43		42 •		44 •	42	40 *		43 •	60	59 •		61 *
AVG. AUD. BY ¼ HR. %					29.2		28.4	29.4	29.8	29.2	26.9	26.8	28.1	34.2	34.8	34.6	32.2
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					20,080 / 28.2								8,260 / 11.6				
					Juggernaut (8:00-8:42PM)(8:43-10:00PM)			(OP)		Juggernaut (8:00-8:42PM)(8:43-10:00PM)				CBS News Special Post Election (10:00-11:00PM)			
AVERAGE AUDIENCE (Households (000) & %)					12,740 / 17.9		19.5*		18.5*		17.9*		15.7*	5,770 / 8.1			7.4*
SHARE OF AUDIENCE %					27		30 *		28 •		27 *		24 •	14	15 *		13 *
AVG. AUD. BY ¼ HR. %					20.0		19.0	18.8	18.1	18.3	17.4	16.7	14.7	9.6	8.2	7.5	7.3
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					9,330 / 13.1		15,240 / 21.4										
					The Practice			NBC Movie of the Week "STALK THE WILD CHILD" (8:00-8:55PM)(8:56-10:00PM) (OP)						President from Plains (10:00-11:00PM)(SUS.)			
AVERAGE AUDIENCE (Households (000) & %)					8,050 / 11.3		10,750 / 15.1	12.7*		16.1*		16.4*					
SHARE OF AUDIENCE %					17		23	19 *		25 *		26 *					
AVG. AUD. BY ¼ HR. %					10.9	11.8	12.2	13.3	15.6	16.5	16.5	16.3					
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	54.9	58.1	58.9	60.7	63.9	65.7	64.9	66.0	67.2	68.2	67.5	66.4	62.7	60.1	58.6	53.8	
WK 2	61.0	61.8	62.3	63.2	64.7	65.5	66.6	67.1	65.6	65.8	64.9	63.3	59.3	58.1	56.7	53.4	

U. S. TV Households: 71,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. WED. NOV. 3, 1976

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. THU. OCT. 28, 1976

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)						17,300 / 24.3		16,090 / 22.6		16,160 / 22.7		15,450 / 21.7		17,160 / 24.1			
							Welcome Back, Kotter		Barney Miller		Tony Randall Show		Nancy Walker Show		Streets of San Francisco			(OP)
	AVERAGE AUDIENCE (Households (000) & %)						15,740 / 22.1		14,810 / 20.8		14,520 / 20.4		13,740 / 19.3		14,740 / 20.7	21.1*		20.3*
	SHARE OF AUDIENCE %						38		32		31		30		38*	37*		38*
	AVG. AUD. BY ¼ HR. %						21.6	22.5	20.8	20.9	20.1	20.7	19.0	19.6	21.1	21.1	21.2	19.0
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)						20,690 / 29.0				18,940 / 26.9				14,740 / 20.7			
							The Waltons			(OP)	Hawaii Five-0			(OP)		Barnaby Jones		(OP)
	AVERAGE AUDIENCE (Households (000) & %)						17,090 / 24.0	22.2*		25.9*	15,880 / 22.3	21.6*		23.4*	12,890 / 18.1	18.1*		18.1*
	SHARE OF AUDIENCE %						38	38*		40*	34	33*		36*	33	26*		34
	AVG. AUD. BY ¼ HR. %						21.0	23.4	25.5	26.4	21.9	21.9	22.9	23.4	18.5	18.5	18.4	17.6
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)						10,890 / 15.3				15,590 / 21.9				10,890 / 15.3			
							Gemini Man			(OP)	Best Sellers "CAPTAINS AND THE KINGS"					Van Dyke and Company		
	AVERAGE AUDIENCE (Households (000) & %)						8,050 / 11.3	10.6*		12.1*	12,180 / 17.1	16.9*		17.3*	7,760 / 10.9	11.2*		10.6*
	SHARE OF AUDIENCE %						18	17*		19*	29	29		27*	20	20*		20*
	AVG. AUD. BY ¼ HR. %						10.4	10.7	12.0	12.3	17.0	16.9	17.2	17.3	11.6	10.9	10.4	10.8
WEEK 2	**ABC TV**			Carter Press Conference (7:30-8:00PM)(SUS.)														
	TOTAL AUDIENCE (Households (000) & %)						15,520 / 21.8		15,590 / 21.9		13,390 / 18.8		11,960 / 16.8		14,950 / 21.0			
							Welcome Back, Kotter		Barney Miller		Tony Randall Show		Nancy Walker Show		Streets of San Francisco			
	AVERAGE AUDIENCE (Households (000) & %)						13,880 / 19.5		14,170 / 19.9		12,250 / 17.2		10,890 / 15.3		12,600 / 17.7	17.5*		17.6*
	SHARE OF AUDIENCE %						30		29		25		22		31	32*		31*
	AVG. AUD. BY ¼ HR. %						18.7	20.3	19.9	20.0	17.3	17.3	15.3	15.3	17.0	18.0	18.4	17.6
	CBS TV			Carter Press Conference (7:30-8:00PM)(SUS.)														
	TOTAL AUDIENCE (Households (000) & %)						31,830 / 44.7								16,800 / 23.6			
							The Waltons (8:00-8:56PM)(8:57-10:00PM)			(OP)	The Waltons (8:00-8:56PM)(8:57-10:00PM)				Hawaii Five-0			
	AVERAGE AUDIENCE (Households (000) & %)						24,710 / 34.7	30.2*		34.2*		36.3*		38.0*	14,030 / 19.7			
	SHARE OF AUDIENCE %						51	46*		51*		55*		56*	33	34*		34*
	AVG. AUD. BY ¼ HR. %						28.8	31.6	34.0	34.4	35.7	36.9	38.6	37.4	20.6	19.8	19.3	18.7
	NBC TV			Carter Press Conference (7:30-8:02PM)(SUS.)														
	TOTAL AUDIENCE (Households (000) & %)						11,020 / 16.6				16,690 / 24.8							
								Dear Mr. Gable (8:02-9:01PM)(1)		(OP)	Best Sellers "CAPTAINS AND THE KINGS" (9:02-11:01PM)(1)							
	AVERAGE AUDIENCE (Households (000) & %)						8,120 / 11.4	11.4*		11.1*	11,530 / 16.2	15.1*		13.5*		19.2*		18.8*
	SHARE OF AUDIENCE %						17	17*		17	29	19*		20		32*		32*
	AVG. AUD. BY ¼ HR. %						12.1	10.9	10.9	11.1	13.6	12.6	13.0	14.0	19.5	18.9	18.8	18.8
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	52.7	54.9	55.1	58.6	61.6	63.9	64.6	65.6	65.0	65.9	65.5	64.1	57.5	56.2	54.5	50.9
		WK 2	60.6	62.8	64.0	64.7	65.4	66.7	67.3	67.8	67.7	68.0	68.5	67.6	60.6	59.8	59.3	57.5

U. S. TV Households: 71,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR TOTAL PROGRAM AND/OR REM. RATINGS, SEE OP PAGES.

EVE. THU. NOV. 4, 1976

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 29, 1976

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					17,870 / 25.1				17,020 / 23.9								
						Paul Lynde Comedy Hour (8:00-9:00PM)				ABC Friday Night Movie "LOOK WHAT'S HAPPENED TO ROSEMARY'S BABY" (9:00-10:56PM)							(OP)
AVERAGE AUDIENCE (Households (000) & %)					13,740 / 19.3	18.8*		19.8*	17,000 / 17.0	16.3*		16.9*		17.7*			
SHARE OF AUDIENCE %					32	32 *		33 *	29	29		27 *		31 *			32
AVG. AUD. BY ¼ HR. %					17.9	17.1	19.8	19.8	15.8	16.7	16.7	17.0	17.7	17.6	17.6		16.4
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			4,130 / 5.8		6,690 / 9.4				14,310 / 20.1								
			Campaign '76: for the White House			Spencer's Pilots		(OP)				Friday Night CBS Movies "BADLANDS" (9:00-10:55PM)					(OP)
AVERAGE AUDIENCE (Households (000) & %)			3,490 / 4.9		5,480 / 7.7	7.1		7.8*	9,610 / 13.5	12.5*		13.0*		14.5*			14.3*
SHARE OF AUDIENCE %			9		13	11 *		13	23	20 *		20 *		25			26 *
AVG. AUD. BY ¼ HR. %			4.9	4.9	7.7	7.6	7.8	7.7	11.8	13.1	13.1	12.9	14.3	14.7	14.8		13.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					29,480 / 41.4								17,800 / 25.0				
								Bob Hope's World of Comedy (8:00-10:00PM)							Serpico		
AVERAGE AUDIENCE (Households (000) & %)					19,440 / 27.3	24.0*		26.4*		29.3*		29.6*	10,990 / 18.8	19.3*			18.3*
SHARE OF AUDIENCE %					44	41 *		43 *		47		47	34	34 *			34 *
AVG. AUD. BY ¼ HR. %					22.8	21.1	25.9	26.9	29.6	29.1	29.8	29.4	19.9	18.8	18.1		18.5
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,660 / 22.0				23,500 / 33.0								
						Donny & Marie				ABC Friday Night Movie "NIGHTMARE IN BADHAM COUNTY" (9:00-10:54PM)							Fill (BUS.)
AVERAGE AUDIENCE (Households (000) & %)					11,890 / 16.7	15.7*		19.1*	18,010 / 25.3	21.4*		25.5*		26.2			28.1*
SHARE OF AUDIENCE %					28	29		29 *	42	*		42 *		46			49 *
AVG. AUD. BY ¼ HR. %					15.7	15.7	17.2	18.1	20.7	22.2	22.2	25.7	26.9	27.3	28.4		27.6
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					21,150 / 29.7						17,090 / 24.0						
							Snoopy, Come Home (8:00-8:55PM)(8:56-9:30PM) (OP)						Friday Night CBS Movies "PLAY IT AGAIN, SAM" (9:30-11:15PM)(I)				
AVERAGE AUDIENCE (Households (000) & %)					14,950 / 21.0	18.9*		21.6*		22.0*	15.0	14.6*		15.1*			15.2*
SHARE OF AUDIENCE %					35	32		35 *		37 *	29	24 *		25 *			26 *
AVG. AUD. BY ¼ HR. %					18.3	19.5	21.6	21.7	23.1	21.8	14.8	14.3	15.0	15.1	15.1		15.3
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					14,950 / 21.0		13,030 / 18.3		14,380 / 20.2				12,530 / 17.6				
					Sanford and Son		Chico And The Man	(OP)		Rockford Files					Serpico		
AVERAGE AUDIENCE (Households (000) & %)					13,600 / 19.1		12,180 / 17.1		10,540 / 14.8	13.8*		15.8*	9,400 / 13.2	13.3*			13.1*
SHARE OF AUDIENCE %					32		28		24	23 *		26	23	23 *			23 *
AVG. AUD. BY ¼ HR. %					18.7	19.4	17.1	17.1	13.9	13.8	15.5	16.2	13.4	13.2	12.6		13.6
HOUSEHOLDS USING TV (See Def. 1) WK 1			49.8	51.5	51.8	54.7	57.9	60.1	60.6	61.1	62.0	63.0	63.7	63.4	58.2	57.0	55.3	52.3
WK 2			53.8	54.2	53.6	56.0	58.6	60.2	61.3	62.1	61.6	61.0	60.0	60.7	59.2	59.1	58.7	56.2

U. S. TV Households: 71,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(I) FOR TOTAL PROGRAM AND/OR REM. RATINGS, SEE OP PAGES.

EVE. FRI. NOV. 5, 1976

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. NOV. 8, 1976

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)					16,050				25,490								
						22.6				35.[illegible]								
						Wonder Woman - Part 2 (8:00-9:00PM)					NFL Monday Night Football "LOS ANGELES VS. CINCINNATI" (9:00-11:54PM)(1)							
	AVERAGE AUDIENCE (Households (000) & %)					12,670				14,600								
						17.8	17.0*		19.6*	20.5	17.2*		19.3*		23.9*			
	SHARE OF AUDIENCE %					24	23 *		25 *	33	23 *		26 *		36 *			38
	AVG. AUD. BY ¼ HR. %					16.6	17.4	18.1	19.0	16.6	17.7	19.1	19.6	24.7	23.2	22.3		22.9
CBS TV	TOTAL AUDIENCE (Households (000) & %)					11,530		9,540		9,900		7,970		13,600				
						16.2		13.4		13.9		11.2		19.1				
						Rhoda	(OP)	Phyllis		Maude		All's Fair		Executive Suite				
	AVERAGE AUDIENCE (Households (000) & %)					10,540		8,830		8,620		7,260		9,610				
						14.8		12.4		12.1		10.2		13.5	13.6*			13.3*
	SHARE OF AUDIENCE %					20		16		16		14		33	21 *			23
	AVG. AUD. BY ¼ HR. %					14.7	15.0	12.3	12.4	12.2	12.0	10.2	10.2	13.1	14.2	13.6		13.0
NBC TV	TOTAL AUDIENCE (Households (000) & %)					39,520								22,290				
						55.5								31.3				
						NBC Monday Night Movies "GONE WITH THE WIND" Pt. 2 (8:00-9:04PM)(9:05-10:00PM) (OP)								Dean Martin Variety Special (10:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					33,750								15,950				
						47.4	43.0*		47.2*		49.6*		49.8*	22.4	25.3*			18.6
	SHARE OF AUDIENCE %					64	59 *		63 *		66 *		68 *	35	38 *			33 *
	AVG. AUD BY ¼ HR %					42.1	43.9	46.7	47.6	49.3	49.9	50.3	49.4	27.7	22.9	20.3		18.83
ABC TV	TOTAL AUDIENCE (Households (000) & %)					19,580				27,340								
						27.5				38.4								
						Captain and Tennille					NFL Monday Night Football "BUFFALO VS. DALLAS" (9:00-12:20AM)(1)							
	AVERAGE AUDIENCE (Households (000) & %)					14,950				16,450								
						21.0	20.0*		22.0*	23.1	24.5*		26.3*		25.7*			22.8*
	SHARE OF AUDIENCE %					31	29		32 *	39	35 *		37 *					36 *
	AVG. AUD. BY ¼ HR. %					19.8	20.2	21.9	22.2	23.8	25.1	23.2	26.3	23.2	25.3	23.1		22.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,800		15,450		15,020		16,740		11,250				
						23.6		21.7		21.2		19.3		15.8				
						Rhoda	(OP)	Phyllis		Maude		All's Fair		Executive Suite				
	AVERAGE AUDIENCE (Households (000) & %)					15,170		14,310		13,240		16,600		9,040				
						21.3		20.1		18.6		17.7		12.7	13.0*			12.4*
	SHARE OF AUDIENCE %					31		28		26		25		20	20 *			20 *
	AVG. AUD. BY ¼ HR. %					20.4	22.3	20.5	19.9	17.9	19.3	17.8	17.7	13.3	12.7	12.5		12.2
NBC TV	TOTAL AUDIENCE (Households (000) & %)					18,370				27,840								
						25.8				39.1								
						Little House On The Prairie			(OP)	NBC Monday Night Movies "SYBIL" Pt. 2 (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)					15,240				20,430								
						21.4	20.2*		22.7*	28.7	27.4*		29.1*		29.8*			28.4*
	SHARE OF AUDIENCE %					31	29 *		32 *	43	38 *		41 *		45 *			47 *
	AVG. AUD. BY ¼ HR. %					19.8	20.5	22.3	23.3	27.0	27.9	28.8	29.4	29.9	29.7	29.6		27.1
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	62.9	63.6	65.0	68.1	71.7	73.6	74.9	76.0	75.3	76.2	75.4	74.9	68.1	63.7	59.6		56.5
	WK 2	62.4	64.0	65.2	67.6	68.8	69.9	70.4	71.2	71.4	72.1	71.1	70.5	67.0	65.1	62.6		59.2

U. S. TV Households: 71,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR TOTAL PROGRAM AND/OR REM. RATINGS, SEE OP PAGES.

EVE. MON. NOV. 15, 1976

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. TUE. NOV. 9, 1976

		7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)			24,070 / 33.8		[illegible] / 31.5		16,160 / 22.7					14,520 / 20.4			
				Happy Days		Laverne & Shirley		Rich Man, Poor Man – Book II					Family			
	AVERAGE AUDIENCE (Households (000) & %)					21,150		13,240				12,530				
	SHARE OF AUDIENCE %			30.6		29.7		18.6	18.8*		18.4*	17.6	18.1*			17.2*
	AVG. AUD. BY ¼ HR. %			47		[illegible]		29	[illegible]		29	32	32 *			[illegible]
WEEK 1				29.3	32.0	[illegible]	29.8	19.6	18.1	18.9	18.4	17.9	17.2	17.7		16.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)			[illegible] / 17.3				20,430 / 28.7		18,160 / 25.5		13,600 / 19.1				
				Tony Orlando & Dawn			(OP)	M*A*S*H		One Day at a Time			Switch			
	AVERAGE AUDIENCE (Households (000) & %)			8,900				18,800		16,800		10,680				
	SHARE OF AUDIENCE %			12.5	12.0*		12.9*	26.4		23.6		15.0	16.2*			13.8*
	AVG. AUD. BY ¼ HR. %			19	18 *		19 *	40		37		27	28 *			[illegible]
				12.3	11.8	12.7	13.1	26.0	26.8	23.6	23.5	17.1	15.3	14.3		13.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)			15,950 / 22.4				15,520 / 21.8				14,880 / 20.9				
				Baa Baa Black Sheep			(OP)	Police Woman					Story			
	AVERAGE AUDIENCE (Households (000) & %)			[illegible]				12,670				12,390				
	SHARE OF AUDIENCE %			17.8	16.7*		19.1*	17.8	[illegible]		18.6*	17.4	17.8*			17.0*
	AVG. AUD. BY ¼ HR. %			[illegible]	[illegible]		[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]			[illegible]
				16.5	16.8	19.1	19.0	16.5	17.5	18.8	18.5	17.7	[illegible]			[illegible]
ABC TV	TOTAL AUDIENCE (Households (000) & %)			24,070 / 33.8		23,780 / 33.4		18,260 / 25.6				15,450 / 21.7				
				Happy Days		Laverne & Shirley		Rich Man, Poor Man – Book II					Family			
	AVERAGE AUDIENCE (Households (000) & %)			22,210		21,860		15,090				12,890				
	SHARE OF AUDIENCE %			31.2		30.7		21.2	21.4*		21.1*	18.1	18.1*			18.2*
	AVG. AUD. BY ¼ HR. %			47		45		32	32 *		32 *	31	30 *			33 *
WEEK 2				30.0	32.4	30.7	30.8	21.7	21.0	21.2	20.9	18.0	18.1	18.5		18.0
CBS TV	TOTAL AUDIENCE (Households (000) & %)			11,820 / 16.6				20,080 / 28.2		18,440 / 25.9		14,740 / 20.7				
				Tony Orlando & Dawn			(OP)	M*A*S*H		One Day at a Time			Switch			
	AVERAGE AUDIENCE (Households (000) & %)			9,330				18,370		17,160		12,320				
	SHARE OF AUDIENCE %			13.1	12.6*		13.6*	25.8		24.1		17.3	17.8*			16.8*
	AVG. AUD. BY ¼ HR. %			20	19 *		20 *	38		36		30	30 *			30 *
				12.5	12.7	13.6	13.5	25.3	26.4	24.4	23.8	18.1	17.4	16.8		[illegible]
NBC TV	TOTAL AUDIENCE (Households (000) & %)			16,380 / 23.0				15,740 / 22.1				15,660 / 22.0				
				Baa Baa Black Sheep			(OP)	Police Woman					Police Story			
	AVERAGE AUDIENCE (Households (000) & %)			13,390				13,390				13,170				
	SHARE OF AUDIENCE %			18.8	17.9*		19.7*	18.8	17.8*		19.8*	18.5	[illegible]			17.5*
	AVG. AUD. BY ¼ HR. %			28	[illegible]		29	28	[illegible]		30 *	32	33 *			31 *
				17.7	18.1	19.3	20.2	17.5	18.0	19.8	19.9	19.7	19.3	18.3		16.6
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	59.9	61.3	62.3	63.6	64.9	66.1	67.2	67.4	65.1	65.6	64.6	64.3	58.3	56.5	54.0	50.4
	WK 2	61.2	61.7	62.2	64.2	65.3	66.9	67.3	68.4	67.3	67.1	67.3	66.4	60.6	58.1	56.9	54.8

U.S. TV Households: 71,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. TUE. NOV. 16, 1976

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

WED. NOV. 1 1976

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
					Bionic Woman					Baretta				Charlie's Angels			
TOTAL AUDIENCE (Households (000) & %)					18,440 28.1								18,300 25.7				
AVERAGE AUDIENCE (Households (000) & %)					17,230 24.2				17,310 21.5				15,240 21.4				
SHARE OF AUDIENCE %					36	35		38	32	32		32	35				36
AVG. AUD. BY ¼ HR. %					19.9	24.1	19.4	25.4	19.5	21.7	21.2	21.6	21.4	21.8	21.4	20.9	
CBS TV																	
					Good Times (OP)		The Jeffersons				CBS Wednesday Night Movie "DEATH WISH" (9:00-10:52PM)						(1)
TOTAL AUDIENCE (Households (000) & %)					19,090 22.6		19,020 22.4		22,090 31.3								
AVERAGE AUDIENCE (Households (000) & %)					14,060 21.2		14,950 21.0		17,940 25.2	19.4		25.1		26.4			25.4
SHARE OF AUDIENCE %					33		31		39	35		37		41			43
AVG. AUD. BY ¼ HR. %					19.0	18.8	20.3	21.1	23.6	24.1	24.8	25.3	26.7	19.1	19.0		24.1
NBC TV																	
					NBC Movie of the Week "THE GREAT WALDO PEPPER" (8:00-8:58PM)(8:59-10:00PM) (OP)									The Quest			
TOTAL AUDIENCE (Households (000) & %)					16,730 23.5								9,680 13.6				
AVERAGE AUDIENCE (Households (000) & %)					10,540 14.8	15.0		15.2		15.1		14.1	7,830 11.0	11.1			10.9
SHARE OF AUDIENCE %					22	23		22		22		12	18	17			19
AVG. AUD. BY ¼ HR. %					15.2	14.8	15.2	15.3	14.1	14.8	14.7	13.0	11.2	10.9	10.7		11.2
WEEK 2																	
ABC TV																	
					Dorothy Hamill Special (8:00-9:00PM)					John Denver Special (9:00-10:00PM)				Olivia Newton-John Special (10:00-11:00PM)			
TOTAL AUDIENCE (Households (000) & %)					21,150 29.7				22,430 31.5				20,190 28.3				
AVERAGE AUDIENCE (Households (000) & %)					16,800 23.6	22.4		24.8	18,940 26.6	26.4		26.9	16,520 23.2	24.9			25.1
SHARE OF AUDIENCE %					33	41		41		40		40	39	41			41
AVG. AUD. BY ¼ HR. %					22.0	22.9	24.7	25.0	26.1	26.7	26.9	26.9	25.6	24.2	22.1		20.6
CBS TV																	
					Good Times (OP)		The Jeffersons				CBS Wednesday Night Movie "CHINATOWN" (9:00-11:41PM)(2)						
TOTAL AUDIENCE (Households (000) & %)					19,060 29.2		18,940 29.2		25,990 36.5								
AVERAGE AUDIENCE (Households (000) & %)					17,590 24.7		17,520 24.6		15,740 22.1	23.1		22.3		22.9			22.3
SHARE OF AUDIENCE %					37		36		38	34		33		40			39
AVG. AUD. BY ¼ HR. %					24.1	25.4	23.9	25.3	23.2	23.1	22.7	22.0	23.0	22.7	22.8		21.7
NBC TV																	
							Hallmark Hall Of Fame "THE DISAPPEARANCE OF AIMEE" (8:00-10:00PM)							The Quest			
TOTAL AUDIENCE (Households (000) & %)					16,950 23.8								11,460 16.1				
AVERAGE AUDIENCE (Households (000) & %)					10,190 14.9	14.3		14.6		15.6		15.1	9,330 13.1	12.9			13.3
SHARE OF AUDIENCE %					22	21		21		23		23	22	21			21
AVG. AUD. BY ¼ HR. %					14.3	14.3	14.0	14.6	15.5	15.1	15.6	14.6	12.6	13.2	13.3		13.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	60.3	61.7	62.9	63.2	64.3	66.2	67.3	68.6	67.5	67.3	67.2	66.9	64.8	62.9	61.0		56.5
WK 2	59.1	60.5	63.1	64.3	67.1	68.2	68.4	69.4	68.7	68.7	66.2	65.9	62.0	60.1	58.9		56.3

U.S. TV Households: 71,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section, Page [illegible]

(1) FILL, CBS, (10:52-11:00PM)(SUS.).
(2) FOR TOTAL PROGRAM AND/OR REM. RATINGS, SEE OP PAGES.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. THU. NOV. 11, 1976

WEEK		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					17,870 25.1		16,020 22.5		14,670 20.6		13,030 18.3		14,450 20.3				
							Welcome Back, Kotter		Barney Miller		Tony Randall Show		Nancy Walker Show		Streets of San Francisco				
		AVERAGE AUDIENCE (Households (000) & %)					16,380 23.0		15,310 21.5		13,390 18.8		11,750 16.5		16.3				15.8*
		SHARE OF AUDIENCE %					38		32		28		25		29				29 *
		AVG. AUD. BY ¼ HR. %					22.4	23.5	21.5		18.8	18.8	16.6		17.0	16.5	16.4		15.1
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					21,360 30.0				20,360 28.6				16,520 23.2				
							The Waltons			(OP)	Hawaii Five-0				Barnaby Jones				
		AVERAGE AUDIENCE (Households (000) & %)					17,870 25.1	23.5*		26.8*	17,370 24.4	24.2*		24.6*	13,460 18.9	18.7*			19.2*
		SHARE OF AUDIENCE %					38	36 *		40 *	37	37 *		37 *	34	32 *			36 *
		AVG. AUD. BY ¼ HR. %					22.7	24.3	26.6	26.9	24.0	24.4	24.9	24.3	18.8	18.5	19.1		19.3
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					11,110 15.6				16,160 22.7				13,600 19.1				
							Van Dyke and Company			(OP)	Best Sellers "CAPTAINS AND THE KINGS"				Gibbsville				
		AVERAGE AUDIENCE (Households (000) & %)					8,830 12.4	12.1*		12.1*	13,460 18.9								
		SHARE OF AUDIENCE %					21	18 *		19 *	21	27 *				15.8*			13.9*
		AVG. AUD. BY ¼ HR. %					12.2	12.0	12.5	13.0									
2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					17,520 24.6		16,870 23.7		14,240 20.0		13,740 19.3		15,990 22.4				
							Welcome Back, Kotter		Barney Miller		Tony Randall Show		Nancy Walker Show		Streets of San Francisco				
		AVERAGE AUDIENCE (Households (000) & %)					15,740 22.1		15,520 21.8		13,100 18.4		12,740 17.9		19.8	19.8*			17.7*
		SHARE OF AUDIENCE %					33		33		29		31		36	35 *			37
		AVG. AUD. BY ¼ HR. %					20.6	23.3	21.6	22.0	18.5	18.3	18.2	17.7	19.4	20.3	20.2		19.2
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					22.0 29.8				20,790 29.2				16,800 23.6				
							The Waltons			(OP)	Hawaii Five-0				Barnaby Jones				
		AVERAGE AUDIENCE (Households (000) & %)					18,080 25.4	23.7*		27.2*	17,230 24.2	24.2*		24.2*	14,240 20.0	19.8*			20.1*
		SHARE OF AUDIENCE %					39	37 *		41 *	38	38		38 *	36	35 *			38 *
		AVG. AUD. BY ¼ HR. %					22.6	24.4	21.1	27.3	24.3	24.0	24.5	24.0	19.6	20.0	20.5		19.8
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					9,330 13.1				14,170 19.9				10,250 14.1				
							Van Dyke and Company			(OP)	Best Sellers "CAPTAINS AND THE KINGS"				Gibbsville				
		AVERAGE AUDIENCE (Households (000) & %)					6,760 9.5	9.5*		9.6*	12,030 16.9	16.6*		17.1*	7,830 11.0	11.4*			10.6*
		SHARE OF AUDIENCE %					15	15 *		15 *	27	26 *		27 *	20	*			20 *
		AVG. AUD. BY ¼ HR. %					9.7	9.3	9.4	9.8	16.6	16.6	17.1	17.2	11.9	10.9	10.9		10.3
TV HOUSEHOLDS USING (See Def. 1)		WK 1	60.3	61.7	61.5	62.5	65.1	66.6	67.3	67.7	65.9	66.5	66.3	65.4	58.8	56.3	54.6		53.2
		WK 2	57.2	58.2	58.9	60.7	62.3	64.7	65.4	65.8	63.9	63.6	63.3	62.6	56.7	56.1	54.5		52.8

U.S. TV Households: 71,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. THU. NOV. 18, 1976

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. FRI. NOV. 12, 1976

WEEK		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
1	ABC TV	TOTAL AUDIENCE (Households (000) 6 %)					19,300 27.1				22,070 31.0								
							Donny & Marie					ABC Friday Night Movie "THE BOY IN THE PLASTIC BUBBLE" (9:00-11:00PM)							
		AVERAGE AUDIENCE (Households (000) 6 %)					15,880				17,440								
		SHARE OF AUDIENCE %					22.3	20.8*		23.7*	24.9	22.6*							25.6*
		AVG. AUD. BY 1/4 HR. %					37	35 *		39 *	41	37 *		39 *		43 *			♦♦ ●
							20.1	21.6	23.3	24.1	22.2	23.1	23.7	24.1	25.7	26.0	26.0		25.1
1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					8,900 12.5				16,090 22.6								
							Spencer's Pilots			(OP)	Friday Night CBS Movies "MAYDAY AT 40,000 FEET" (9:00-10:55PM)								(1)
		AVERAGE AUDIENCE (Households (000) 6 %)					7,190				12,320								
		SHARE OF AUDIENCE %					10.1	9.7*			17.3			16.5*		18.1*			
		AVG. AUD. BY 1/4 HR. %					17	16 *		17 *	27	27 *		27 *		30			32 *
							9.7	9.8	10.6	10.3	16.0	16.3	16.3	16.7	17.7	18.5	19.1		17.8
1	NBC TV	(Households (000) 6 %)					17,230 24.2		15,590 21.9		16,090 22.6				11,890 16.7				
							Sanford and Son		Chico And The Man	(OP)	Rockford Files					Serpico			
		AVERAGE AUDIENCE (Households (000) & %)					15,740 22.1		14,740 20.7		13,600 19.1	19.1*		19.2*	9,540 13.4	13.9*			13.0*
		SHARE OF AUDIENCE %					37		34		31	32 *		31 *	23	23 *			22 *
		AVG. AUD. BY 1/4 HR. %					21.1	23.1	20.5	21.1	19.1	19.1	19.8	18.6	14.1	13.6			
2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					17,730 24.9				20,360 28.6								
							Donny & Marie					ABC Friday Night Movie "REVENGE FOR A RAPE" (9:00-10:56PM)							(2)
		AVERAGE AUDIENCE (Households (000) 1 %)					13,880 19.5				14,450 20.3								
		SHARE OF AUDIENCE %					32	18.6*		20.4*	33	19.6*		20.0*		20.7*			20.9*
		AVG. AUD. BY 1/4 HR. %					18.3	31 *		19 *	19.3	32 *		32 *		34 *			36 *
								18.8	20.3	20.2		19.6	19.8	20.1		20.5	20.9		20.9
2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					9,160 12.3				18,300 25.7								
							Spencer's Pilots			(OP)	Friday Night CBS Movies "I WANT TO KEEP MY BABY" (9:00-10:52PM)								(3)
		AVERAGE AUDIENCE (Households (000) 1 %)					6,690 9.4				14,030 19.7								
		SHARE OF AUDIENCE %					16	8.8*		10.1*	32	17.9*		19.7*		20.8*			20.9*
		AVG. AUD. BY 1/4 HR. %					8.5	15 *		17 *	17.5	29 *		31 *		34 *			35 *
								9.0	9.9	10.2		18.3	19.5	19.9	20.7	20.8	21.4		19.6
2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					17,090 24.0		15,240 21.4		15,810 22.2				14,240 20.0				
							Sanford and Son		Chico And The Man	(OP)	Rockford Files					Serpico			
		AVERAGE AUDIENCE (Households (000) 1 %)					15,025 21.8		14,170 19.9		13,310				11,011 15.6	15.7*			15.4*
		SHARE OF AUDIENCE %					36		33		18.7	18.2*		31 *	26	26 *			26
		AVG. AUD. BY 1/4 HR. %					21.1	22.4	19.6	20.2	30	18.6	18.9	19.4	16.2	15.3	15.1		15.6
TV HOUSEHOLDS USING TV (See Def. 1)			WK 1	54.9	55.7	55.8	57.1	58.8	60.5	61.3	61.7	60.0	61.1	62.0	61.7	59.9	60.3	59.4	57.4
			WK 2	55.4	55.2	55.3	57.3	59.4	60.9	60.5	61.7	61.5	62.1	62.4	62.9	61.5	60.3	60.0	56.7

U.S. TV Households: 71,200,000 "Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "ON THE ROAD WITH CHARLES KURALT", CBS, (10:55-11:00PM)(SUS.). (3) "JACK WESTON", CBS, (10:52-11:00PM)(SUS.).
(2) FILL, ABC, (10:56-11:00PM)(SUS.).

NATIONAL Nielsen AUDIENCE ESTIMATES — EVE. MON. NOV. 22, 1976

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					18,370 / 25.8				26,200 / 36.8								
					Captain and Tennille				NFL Monday Night Football "BALTIMORE VS. MIAMI" (9:00-12:00MD)(1)								
AVERAGE AUDIENCE (Households (000) & %)					13,460 / 18.9	18.2*		19.6*	15,810 / 22.2	21.8*		23.7*		24.4*			22.1*
SHARE OF AUDIENCE %					28	27 *		29	36	32 *		34 *		34 *			34 *
AVG. AUD. BY ¼ HR. %					17.7	18.7	19.5	19.7	21.7	21.9	23.6	23.7	24.4	24.5	22.2		22.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					19,860 / 27.9		18,580 / 26.1		15,310 / 21.5		12,960 / 18.2		12,600 / 17.7				
					Charlie Brown Thanksgiving (8:00-8:28PM) (R)	(OP)	Carnival of the Animals (8:30-9:00PM)				All's Fair		Executive Suite				
AVERAGE AUDIENCE (Households (000) & %)					18,080 / 25.4		15,520 / 21.8		13,390 / 18.8		11,890 / 16.7		9,330 / 13.1		13.2*		13.1*
SHARE OF AUDIENCE %					37		31		29		24		19		20 *		19
AVG. AUD. BY ¼ HR. %					25.1	25.7	23.2	20.4	21.1	21.9	16.8	19.6	13.5	12.8	13.1		13.1
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					18,300 / 25.7				25,890 / 36.7								
					Little House On The Prairie			(OP)	NBC Monday Night Movies "THE SAVAGE BEES" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)					14,170 / 19.9	18.1*		21.8*	19,150 / 26.9	24.9*		27.2*		28.0*			27.3*
SHARE OF AUDIENCE %					29	27 *		31	41	36 *		40 *		43 *			44 *
AVG. AUD. BY ¼ HR. %					17.9	18.3	19.0	22.9	23.9	26.0	27.2	27.2	28.1	27.9	28.8		25.7
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					19,580 / 27.5				27,480 / 38.6								
					Captain and Tennille				NFL Monday Night Football "MINNESOTA VS. SAN FRANCISCO" (9:00-12:21AM)(1)								
AVERAGE AUDIENCE (Households (000) & %)					15,310 / 21.5	21.1*		22.0*	16,300 / 22.9	22.1*		25.9*		26.6*			23.5*
SHARE OF AUDIENCE %					31	30 *		32 *	39	31 *		37 *		40 *			38 *
AVG. AUD. BY ¼ HR. %					20.7	19.6	21.8	22.1	20.9	23.4	25.8	26.1	[illegible]	[illegible]	24.1		22.9
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					14,950 / 21.0		15,660 / 22.0		19,150 / 26.9		17,440 / 24.5		15,880 / 22.3				
					Rhoda	(OP)	Phyllis		Maude		All's Fair		Executive Suite				
AVERAGE AUDIENCE (Households (000) & %)					13,740 / 19.3		14,380 / 20.2		17,230 / 24.2		16,230 / 22.8		12,250 / 17.2		17.7*		16.7*
SHARE OF AUDIENCE %					27		28		31		33		28		27 *		29 *
AVG. AUD. BY ¼ HR. %					18.9	19.8	20.0	20.5	23.4	24.9	22.8	22.7	18.5	17.0	17.3		16.1
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					19,370 / 27.2				21,220 / 29.8								
					Little House On The Prairie			(OP)	NBC Monday Night Movies "THE FRONT PAGE" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)					16,730 / 23.5	22.7*		24.4*	12,600 / 17.7	18.9*		17.7*		17.8*			16.3*
SHARE OF AUDIENCE %					33	32 *		34 *	27	27 *		25 *		27 *			28 *
AVG. AUD. BY ¼ HR. %					22.1	23.3	24.6	24.1	19.5	18.3	18.0	17.4	17.8	17.9	17.1		15.5
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	61.5	63.0	63.0	64.6	67.1	69.0	70.4	70.2	68.9	69.5	69.0	68.2	66.4	65.2	63.5		60.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	64.4	65.9	67.5	69.0	70.2	71.2	72.0	72.2	70.7	71.0	70.1	69.7	65.8	63.9	60.5		56.1

U. S. TV Households: 71,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR TOTAL PROGRAM AND/OR REM. RATINGS, SEE OP PAGES.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					22,210 / 31.2		21,930 / 30.8		18,440 / 25.9				16,090 / 22.6				
					Happy Days		Laverne & Shirley		Rich Man, Poor Man – Book II					Family			
AVERAGE AUDIENCE (Households (000) & %)					19,940 / 28.0		20,510 / 28.8		15,450 / 21.7				13,960 / 19.6				
SHARE OF AUDIENCE %					42		41		32	21.8*		21.6*	34	20.0*			19.3*
AVG. AUD. BY ¼ HR. %					26.5	29.4	29.0	28.6	22.1	32 *	21.9	32 *	34	34 *	19.7	20.0	34 * 18.5
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					17,440 / 24.5				20,860 / 29.3		16,800 / 23.6		15,380 / 21.6				
						Nadia – from Romania with Love (8:00–8:58PM)			(OP)	M*A*S*H		One Day at a Time			Switch		
AVERAGE AUDIENCE (Households (000) & %)					13,092 / 18.6				19,300 / 27.1		15,880 / 22.3		12,900 / 18.0				
SHARE OF AUDIENCE %					27	18.0* / 27 *		19.3* / 28 *	39		33			18.0* / 30 *			16.0* / 62 *
AVG. AUD. BY ¼ HR. %					18.2		19.0	19.6	26.6	27.7	22.7	22.0	18.7	17.2		16.3	15.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,240 / 21.4				14,880 / 20.9				14,450 / 20.3				
						Baa Baa Black Sheep			(OP)	Police Woman					Police Story		
AVERAGE AUDIENCE (Households (000) & %)					11,890 / 16.7				12,010 / 17.4				12,460 / 17.5				
SHARE OF AUDIENCE %					25	15.9* / 92 *		17.5* / 25 *	92	16.5* / 92 *		28 *	30	17.7* / 91 *			17.4* / 31 *
AVG. AUD. BY ¼ HR. %					15.6	14.2	17.6	17.4	16.0	16.9	18.3	18.6	17.4	17.9		17.9	16.9
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					24,420 / 34.3		23,140 / 32.5		18,730 / 26.3				15,810 / 22.2				
					Happy Days		Laverne & Shirley		Rich Man, Poor Man – Book II					Family			
AVERAGE AUDIENCE (Households (000) & %)					22,070 / 31.0		21,720 / 30.5		15,880 / 22.3				13,880 / 19.5				
SHARE OF AUDIENCE %					45		44		33	22.4* / 32 *		22.2* / 33 *	33	19.9* / 33 *			19.1* / 33 *
AVG. AUD. BY ¼ HR. %					32.0	32.0	30.4	30.0	22.2	22.3	22.3	22.2	20.2	19.6		19.5	18.6
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					14,670 / 20.6				21,000 / 29.5		18,230 / 25.6		15,590 / 21.9				
						Ted Knight Musical Special (8:00–8:58PM)			(OP)	M*A*S*H		One Day at a Time			Switch		
AVERAGE AUDIENCE (Households (000) & %)					11,040 / 15.5				19,650 / 27.6		17,440 / 24.5		12,390 / 17.4				
SHARE OF AUDIENCE %					23	15.4* / 22 *		15.7* / 23 *	40		95		29	18.1* / 30 *			16.8* / 62 *
AVG. AUD. BY ¼ HR. %					15.6	15.1	15.8	15.7	27.4	27.9	24.6	24.3	18.8	17.4		17.2	16.4
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					19,020 / 27.5				19,600 / 28.5				16,160 / 22.7				
						Baa Baa Black Sheep			(OP)	Police Woman					Police Story		
AVERAGE AUDIENCE (Households (000) & %)					12,600 / 17.7				12,320 / 17.3				13,310 / 18.7				
SHARE OF AUDIENCE %					92	17.2* / 25 *		18.3* / 92 *	25	17.0* / 25 *		17.6* / 92 *	32	19.4* / 32 *			18.1* / 32 *
AVG. AUD. BY ¼ HR. %					17.1	17.2	18.6	18.0	16.8	17.1	17.7	17.6	19.5	19.2		18.5	17.8
HOUSEHOLDS USING TV (See Def. 1)	WK 1	58.9	61.1	62.0	62.9	65.3	67.4	69.5	70.2	68.5	68.8	67.3	65.9	60.4	58.5	57.3	54.6
	WK 2	61.4	63.0	64.9	65.9	67.6	69.2	69.1	69.4	68.9	69.4	67.7	67.3	62.3	59.7	58.2	56.0

U. S. TV Households: 71,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. NOV. 24, 1976

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					16,870 / 23.7					19,150 / 26.9			23,350 / 32.8				
					← Bionic Woman						Baretta				Charlie's Angels →		
AVERAGE AUDIENCE (Households (000) & %)					14,240 / 20.0					16,020 / 22.5			21,020 / 29.1				
SHARE OF AUDIENCE %					32	31 *		33 *		34 *		38	49				49 *
AVG. AUD. BY ¼ HR. %					18.5	19.7	21.0	20.7	20.2	21.8	22.7	24.6	28.7	29.6	29.6		28.5
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					15,110 / 21.3		13,960 / 19.6			18,080 / 25.4							
					Good Times (OP)		The Jeffersons				CBS Wednesday Night Movie "THE FRENCH CONNECTION" (9:00-11:09PM)(1) (R)						
AVERAGE AUDIENCE (Households (000) & %)					13,810 / 19.4		12,960 / 18.2			9,110 / 12.8	13.7*		12.2*		15.2*		12.5*
SHARE OF AUDIENCE %					32					21	22 *		20 *		21 *		21 *
AVG. AUD. BY ¼ HR. %					13.6	19.7	18.0	18.4		14.6	12.8	12.4	12.0	12.4	15.2	12.3	12.7
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					19,370 / 27.2								13,290 / 18.8				
					← NBC Movie of the Week "FLOOD" (8:00-9:00PM)(1)(OP-10:00PM) (OP)										The Quest →		
AVERAGE AUDIENCE (Households (000) & %)					11,390 / 18.8	15.3*		17.4*			21.4*		21.2*	10,540 / 14.8	14.9*		14.8*
SHARE OF AUDIENCE %					30	25 *		28 *			34 *		34 *	25	25 *		25 *
AVG. AUD. BY ¼ HR. %					15.1	15.4	17.0	17.8		21.1	21.6	22.2	20.3	14.9	14.9	14.9	14.7
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					18,080 / 25.4					21,790 / 30.6				23,140 / 32.5			
					← Bionic Woman						Baretta				Charlie's Angels →		
AVERAGE AUDIENCE (Households (000) & %)					15,090 / 21.2					18,730 / 26.3			27.7*	20,220 / 28.4			
SHARE OF AUDIENCE %					31	19.9* / 30 *		32 *		37	25.0* / 39 *		39 *	45	28.7* / 44 *		28.0* / 46 *
AVG. AUD. BY ¼ HR. %					19.0	20.9	22.1	22.7		26.3	25.9	27.7	27.6	28.2	29.2	28.9	27.1
TV																	
TOTAL AUDIENCE (Households (000) & %)					23,420 / 32.9					25,350 / 35.6				18,370			
					Rudolph the Red-Nose Reindeer (8:00-8:50PM)(R)				(OP)		Bing Crosby Christmas Special (9:00-10:00PM)				George Burns Comedy Special (10:00-11:00PM)		
AVERAGE AUDIENCE (Households (000) & %)					19,860 / 27.9	27.4*		28.5*		20,290 / 28.5	29.0*		28.0*	14,100 / 19.8	20.7*		18.8*
SHARE OF AUDIENCE %					41	41 *		41 *		41	41 *		40 *	31	32 *		31 *
AVG. AUD. BY ¼ HR. %					26.7	28.1	28.5	28.6		29.1	29.0	28.4	27.5	21.2	20.3	19.2	18.3
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,660 / 17.5		11,960 / 16.8			8,830 / 12.4		7,690 / 10.8		10,960 / 15.4			
					C.P.O. Sharkey		McLean Stevenson Show (OP)			Sirota's Court		The Practice			The Quest →		
AVERAGE AUDIENCE (Households (000) & %)					10,960 / 15.4		11,110 / 15.6			7,690 / 10.8		6,980 / 9.8		8,900 / 12.5	12.5*		12.5*
SHARE OF AUDIENCE %					23		22			15		14		20	19 *		20 *
AVG. AUD. BY ¼ HR. %					14.8	16.0	15.8	15.4		10.8	10.7	9.7	9.9	12.4	12.5	12.5	12.5
TV HOUSEHOLDS USING TV (See Def. 1)																	
WK 1	56.4	57.0	57.4	58.9	60.5	61.8	62.5	62.7		62.2	62.5	62.5	62.2	60.9	60.8	59.4	58.5
WK 2	60.6	61.4	62.9	65.5	66.2	68.5	69.7	70.5		69.4	70.6	70.8	69.9	66.3	64.9	62.6	59.5

U. S. TV Households: 71,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR TOTAL PROGRAM AND/OR REM. RATINGS, SEE OP PAGES.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. THU. NOV. 18, 1976

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					14,380		17,520										
					20.2		24.6										
					Winnie the Pooh & Tigger Too (8:00-8:30PM)(R)						NCAA Football Game "VARIOUS TEAMS & TIMES"						
AVERAGE AUDIENCE (Households (000) & %)					12,320		8,470										
					17.3		11.9	11.0*			12.5*		12.5*		11.8*		9.21
SHARE OF AUDIENCE %					34		23	22 •			23 *		23 *		22		24 *
AVG. AUD. BY ¼ HR. %					S-91	18.1	10.8	11.3	12.3		12.6	13.0	12.1	11.6	12.1	E-21	12.4
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					21,790									16,800			
					30.6									23.6			
									The Waltons (8:00-8:15PM)(S:32-10:00PM)(R) (OP)							Sills and Burnett at the Met (10:00-11:00PM)	
AVERAGE AUDIENCE (Households (000) & %)					001 EI									12,530			
					18.4	14.9*		18.1*			20.2*		20.2*	17.6	19.3*		0.91 •
SHARE OF AUDIENCE %					34	29 *		33 *			36 •		36 *	33	35 •		32 •
AVG. AUD. BY ¼ HR. %					14.5	15.3	17.6	18.8	20.6		19.8	20.0	S-02	19.6	18.9	17.2	14.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,310				20,150								
					21.5				28.3								
					Van Dyke and Company			(OP)			Best Sellers "CAPTAINS AND THE KINGS"						
AVERAGE AUDIENCE (Households (000) & %)					10,470				12,960								
					14.7	12.8*		16.7*	18.2		17.5*		18.7*		19.0*		17.5*
SHARE OF AUDIENCE %					28	25 *		31 *	33		31 *		33 *		34 *		35 *
AVG. AUD. BY ¼ HR. %					12.5	13.1	16.7	16.8	17.0		18.1	18.6	18.7	19.1	18.9	19.2	15.9
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					22,930		20,790		16,870		14,880		14,030				
					32.2		29.2		23.7		20.9		19.7				
					Frosty's Winter Wonderland (8:00-8:30PM)		Welcome Back, Kotter		Tony Randall Show		Nancy Walker Show				Streets of San Francisco		
AVERAGE AUDIENCE (Households (000) & %)					20,790		19,220		14,950		13,310			11,460			
					29.2		27.0		21.0		18.7			16.1	16.4*		15.9*
SHARE OF AUDIENCE %					44		39		31		29			27	27 *		28 *
AVG. AUD. BY ¼ HR. %					28.4	30.1	27.1	26.9	21.6		20.4	19.3	18.2	16.1	16.6	16.3	15.4
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					19,300				17,440					14,310			
					27.1				24.5					20.1			
					The Waltons			(OP)			Hawaii Five-0				Barnaby Jones		
AVERAGE AUDIENCE (Households (000) & %)					15,310				14,810					12,030			
					21.5	19.5*		23.7*	20.8		20.5*		21.1*	16.9	16.9*		[illegible]
SHARE OF AUDIENCE %					32	2 q	•	• •	31		31 •		32	28	• 92		62 *
AVG. AUD. BY ¼ HR. %					18.9	20.1	23.4	24.0	20.3		20.7	21.4	20.8	16.7	17.1	17.3	16.4
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					11,250				20,860								
					15.8				29.3								
					Van Dyke and Company			(OP)			Best Sellers "ONCE AN EAGLE"						
AVERAGE AUDIENCE (Households (000) & %)					7,620				15,090								
					10.7	10.4*		10.9*	21.2		20.5*		21.1*		22.2*		[illegible]
SHARE OF AUDIENCE %					16	16 *		16 *	34		31 •		32 *		37 *		36 *
AVG. AUD. BY ¼ HR. %					10.8	10.0	10.9	11.0	20.1		20.9	21.0	21.2	22.3	22.1	21.8	19.9
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	44.3	45.7	46.7	48.2	49.5	52.2	53.6	55.0	55.2		56.0	56.6	56.6	55.8	54.6	52.5	47.6
WK 2	61.1	62.7	62.7	64.5	66.3	67.6	68.9	69.1	67.6		66.8	66.1	64.5	61.1	60.3	59.8	55.9

U. S. TV Households: 71,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

a VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) FOR TOTAL PROGRAM AND/OR REM. RATINGS, SEE OP PAGES.

EVE. THU. DEC. 2, 1976

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. NOV. 26, 1976

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
					Tribute to John Wayne (8:00-9:00PM)						NCAA Football Game "PITTSBURGH VS. PENN STATE" (9:00-11:52PM)(1)						
TOTAL AUDIENCE (Households (000) & %)					20,062 / 28.5				21,220 / 29.8								
AVERAGE AUDIENCE (Households (000) & %)					16,800 / 23.6				21,320 / 29.9								
SHARE OF AUDIENCE %					19		21.8* / 19 *		25.5* / 42 *	17.3 / 31	16.5* / 27 *		17.2* / 29 *		18.1* / 31 *		16.9* / 29 *
AVG. AUD. BY ¼ HR. %					20.3		23.3	21.5	25.8	19.6	16.5	17.1	17.4	18.6	17.6	16.8	17.0
CBS TV																	
					Charlotte's Web Part 1 (8:00-8:58PM)				(OP)		Friday Night CBS Movies "FRENCH CONNECTION II" (9:00-11:10PM)(1)						
TOTAL AUDIENCE (Households (000) & %)					17,520 / 24.6				18,510 / 26.0								
AVERAGE AUDIENCE (Households (000) & %)					14,030 / 19.7				14,090 / 19.8								
SHARE OF AUDIENCE %					32		18.7* / 31 *		20.0* / 34 *	15.0 / 26	15.5* / 25 *		14.7* / 26 *		15.3* / 27 *		14.7* / 26 *
AVG. AUD. BY ¼ HR. %					18.1		19.2	20.6	20.5	16.2	14.8	15.1	14.3	15.4	15.1	14.9	15.5
NBC TV																	
					Sanford and Son		Chico And The Man		(OP)		Rockford Files					Dean Martin Celebrity Roast (10:00-11:00PM)	
TOTAL AUDIENCE (Households (000) & %)					14,810 / 20.8		12,250 / 17.2		18,510 / 26.0					19,300 / 27.1			
AVERAGE AUDIENCE (Households (000) & %)					13,460 / 18.9		11,320 / 15.9		15,660 / 22.0		21.5*		22.6* / 37 *	22.8 / 40	22.5* / 39 *		23.2* / 42 *
SHARE OF AUDIENCE %					18		19.1	15.8	16.1	36 / 20.3	22.7	22.7	22.5	21.7	23.2	23.5	23.0
AVG. AUD. BY ¼ HR. %																	
WEEK 2																	
ABC TV																	
					Donny & Marie						ABC Friday Night Movie "SMASH-UP ON INTERSTATE 5" (9:00-10:57PM)						
TOTAL AUDIENCE (Households (000) & %)					17,160 / 24.1				25,700 / 36.1								
AVERAGE AUDIENCE (Households (000) & %)					13,170 / 18.5				19,440 / 27.3								
SHARE OF AUDIENCE %					29		16.5* / 29 *		19.0* / 32 *	45	18.7* / 38 *		25.0* / 40 *		30.2* / 45 *		30.0* / 53 *
AVG. AUD. BY ¼ HR. %					16.0		17.1	19.8	21.0	23.3	24.3	24.6	25.1	25.6	30.9	30.6	30.2
CBS TV																	
					Charlotte's Web Part 2 (8:00-8:58PM)				(OP)		Friday Night CBS Movies "THE TERMINAL MAN" (9:00-11:00PM)						
TOTAL AUDIENCE (Households (000) & %)					17,160 / 24.1				12,390 / 17.4								
AVERAGE AUDIENCE (Households (000) & %)					13,600 / 19.1				7,120 / 10.0								
SHARE OF AUDIENCE %					29		18.4* / 29 *		19.9* / 31 *	17	9.9* / 16		9.2* / 15		10.4* / 18 *		10.4* / 18 *
AVG. AUD. BY ¼ HR. %					17.7		19.1	20.2	19.5	10.6	9.3	9.2	9.3	10.6	10.3	10.5	10.1
NBC TV																	
					Sanford and Son (OP)				Hallmark Hall Of Fame "BEAUTY AND THE BEAST" (8:30-10:00PM)						NBC Reports "THE SOMETIME SOLDIERS" (10:00-11:00PM)		
TOTAL AUDIENCE (Households (000) & %)					17,300 / 24.3		20,510 / 28.8							9,610 / 13.5			
AVERAGE AUDIENCE (Households (000) & %)					15,520 / 21.8		14,600 / 20.5		17.8* / 35		21.5* / 34 *		22.2* / 35 *	6,270 / 8.8	9.4* / 14 *		9.0* / 14 *
SHARE OF AUDIENCE %					35		22.4	17.7	17.9	21.3	21.7	22.0	21.9	10.3	8.6	8.1	8.1
AVG. AUD. BY ¼ HR. %					21.3												
TV HOUSEHOLDS USING TV (See Def. 1)																	
WK 1	54.9	56.3	57.0	58.3	59.7	62.0	61.6	62.1	61.5	60.9	60.8	60.2	57.8	57.3	56.3	55.4	
WK 2	55.5	56.2	57.5	58.6	61.3	63.5	63.8	64.1	62.4	62.5	62.7	62.6	60.2	59.1	58.1	55.9	

U.S. TV Households: 71,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR TOTAL PROGRAM AND/OR REM. RATINGS, SEE OP PAGES.
(2) ELL, ABC, (10:57-11:00PM)(SUS.).

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. MON. DEC. 6, 1976

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) ^ %)					13,240 / 18.6				29,120 / 40.9								
					Feather and Father (8:00-9:00PM)				NFL Monday Night Football "CINCINNATI VS. OAKLAND" (9:00-12:12AM)(1)								
AVERAGE AUDIENCE (Households (000) ^ %)					10,250 / 14.4*		13,600 / 13.6*		15,200 / 21.3*		22,600 / 31.7*		26,200 / 36.7*		29,300 / 41.1*		27,200 / 38.1*
SHARE OF AUDIENCE %					21		20*		22*		40		34*		43*		40*
AVG. AUD. BY ¼ HR %					13.8	13.3	14.5	15.8	21.6	23.7	25.7	26.7	29.4	29.3	28.5	25.9	
CBS TV																	
TOTAL AUDIENCE (Households (000) ^ %)					18,080 / 25.4		18,080 / 25.4		21,860 / 30.7				14,670 / 20.6				
					Rhoda	(OP)	Phyllis		Johnny Cash Christmas Special (9:00-10:00PM)				Executive Suite				
AVERAGE AUDIENCE (Households (000) ^ %)					16,160 / 22.7		16,660 / 23.4		17,870 / 25.1		24,900 / 34.9*		11,040 / 15.5		9,600 / 13.5*		18,500 / 26.0*
SHARE OF AUDIENCE %					34		33		35		53		25		24		26*
AVG. AUD. BY ¼ HR. %					21.9	23.6	22.9	24.0	24.7	25.2	25.7	24.9	15.8	15.4	15.4	15.2	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					18,800 / 26.4				23,140 / 32.5								
					Little House On The Prairie			(OP)	NBC Monday Night Movies "CAT ON A HOT TIN ROOF" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)					16,300 / 22.9	22.0*		24.0*	13,530 / 19.0	21.2*		19.9*		18.4*			16.3*
SHARE OF AUDIENCE %					32	31*		34*	28	29*		28*		28*			27*
AVG. AUD BY ¼ HR %					21.1	22.9	24.3	23.6	21.8	20.6	20.1	19.8	19.2	17.6	16.7	16.0	
WEEK 2																	
TOTAL AUDIENCE (Households (000) & %)					21,880 / 29.8												
ABC TV																	
					ABC Monday Night Movie "VICTORY AT ENTEBBE" (8:00-11:00PM)												
AVERAGE AUDIENCE (Households (000) ^ %)					14,810 / 20.8	18.3*		20.8*		21.2		22.1*		21.9*			20.9*
SHARE OF AUDIENCE %					31	12		30*		31		31*		32*			31*
AVG. AUD. BY ¼ HR. %					17.5	19.1	20.7	20.8	21.1	21.4	21.2	22.1	22.0	21.8	21.7	20.1	
CBS TV																	
TOTAL AUDIENCE (Households (000) ^ %)					14,670 / 20.6		14,380 / 20.2		11,610 / 16.3		10,820 / 15.2		11,820 / 16.6				
					Rhoda	(OP)	Phyllis		Maude		All's Fair		Executive Suite				
AVERAGE AUDIENCE (Households (000) ^ %)					12,740 / 17.9		12,600 / 17.7		10,820 / 15.2		9,610 / 13.5		8,900 / 12.5	12.7*			12.3*
SHARE OF AUDIENCE %					32		25		12		61		19	61*			20*
AVG. AUD. BY ¼ HR. %					17.8	18.1	16.6	18.9	15.3	15.1	13.8	13.2	12.6	12.1	12.1		
NBC TV																	
TOTAL AUDIENCE (Households (000) ^ %)					20,650 / 29.0		26,770 / 37.6						20,430 / 28.7				
					Little Drummer Boy: Book II (8:00-8:28PM)	(OP)			Bob Hope Christmas Show (8:30-10:00PM)				Perry Como Christmas Show (10:00-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)					18,440 / 25.9		19,300 / 27.1	24.8*		28.0*			16,730 / 23.5				22.5*
SHARE OF AUDIENCE %					38		38	35*		39*		40*	36	36*			36*
AVG. AUD. BY ¼ HR. %					25.3	26.6	25.0	24.7	27.8	28.1	28.8	28.0	25.3	23.8	23.0	22.0	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1		66.1	67.0	66.5	68.0	69.5	71.0	71.3	72.0	72.1	71.6	72.0	71.5	66.2	63.4	60.9	57.7
WK 2		61.2	61.5	62.4	64.4	67.4	68.9	68.9	71.2	71.3	71.4	70.8	70.3	68.6	66.5	64.4	61.3

U. S. TV Households: 71,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR TOTAL PROGRAM AND/OR REM. RATINGS, SEE OP PAGES.

EVE. MON. DEC. 13, 1976

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EM ● TUE. DEC. 7, 1976

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					24,280 / 34.1		22,570 / 31.7		17,660 / 24.8				16,730 / 23.5				
					Happy Days		Laverne & Shirley		← Rich Man, Poor Man – Book II						Family →		
AVERAGE AUDIENCE (Households (000) & %)					22,140 / 31.1		21,360 / 30.0		14,880 / 20.9		21.1*		20.8*	13,960 / 19.6	20.0*		19.2*
SHARE OF AUDIENCE %					46		43		30		30 *		30 *	33	33 *		34 *
AVG. AUD. BY ¼ HR. %					30.1	32.0	29.8	30.2	21.7	20.4	20.9		20.7	19.9	20.0	19.8	18.6
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					10,470 / 14.7				20,860 / 29.3		18,730 / 26.3			19,800 / 19.8			
					← Tony Orlando & Dawn →			(OP)	M*A*S*H		One Day at a Time				Switch →		
AVERAGE AUDIENCE (Households (000) & %)					7,830 / 11.0	10.7*		11.3*	19,370 / 27.2		17,440 / 24.5			11,460 / 15.1	15.8*		15.6*
SHARE OF AUDIENCE %					16	16 *		16 *	39		36				27 *		27 *
AVG. AUD. BY ¼ HR. %					11.0	10.3	11.0	11.6	26.5	28.0	24.6	24.4		17.1	16.0	15.6	15.5
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,020 / 21.1				15,450 / 21.7					15,950 / 22.4			
					← Baa Baa Black Sheep →			(OP)	← Police Woman →						Police Story →		
AVERAGE AUDIENCE (Households (000) & %)					11,960 / 16.8	15.5*		18.1*	12,820 / 18.0	16.9*		19.2*		13,100 / 18.4	18.5*		18.2*
SHARE OF AUDIENCE %					24	23 *		26 *	26	24 *		28 *		31	30 *		32 *
AVG. AUD. BY ¼ HR. %					15.4	15.7	18.2	18.1	16.2	17.5	19.9	18.2		18.5	18.4	18.4	18.0
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					21,490 / 30.1				19,500 / 27.9					18,500 / 26.1			
					← The Year Without a Santa Claus (8:00-9:00PM)(R)				John Denver-Rocky Mountain Christmas (9:00-10:00PM)(R)						Barbara Walters Special (10:00-11:00PM) →		
AVERAGE AUDIENCE (Households (000) & %)					17,590 / 24.7	24.2*		25.3*	14,880 / 20.9	21.0*		20.9*		15,310 / 21.5	22.8*		20.2*
SHARE OF AUDIENCE %					37	37 *		38 *	32	31		32 *		36	37 *		35 *
AVG. AUD. BY ¼ HR. %					23.9	24.4	25.0	25.6	20.5	20.5	20.9	20.8		23.0	22.6	19.9	19.4
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					12,820 / 18.0				18,730 / 26.3		16,380 / 23.0			13,390 / 18.8			
					← Tom Sawyer Pt. 1 (8:00-8:58PM)(R) →			(OP)	M*A*S*H		One Day at a Time				Switch →		
AVERAGE AUDIENCE (Households (000) & %)					9,900 / 13.9	13.7*		14.1*	17,160 / 24.1		15,170 / 21.3			10,470 / 14.7	15.3*		14.1*
SHARE OF AUDIENCE %					21	21 *		21 *	36		32			25	25 *		25 *
AVG. AUD. BY ¼ HR. %					13.7	13.7	13.8	14.4	24.3	24.0	21.1	21.5		15.7	14.8	14.4	13.9
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					17,090 / 24.0				16,590 / 23.3					15,810 / 22.2			
					← Baa Baa Black Sheep →			(OP)	← Police Woman →						Police Story →		
AVERAGE AUDIENCE (Households (000) & %)					14,100 / 19.8	19.4*		20.3*	13,390 / 18.8	17.4*		20.2*		13,600 / 19.1	19.5*		18.7*
SHARE OF AUDIENCE %					30	30 *		30 *	28	26 *		31 *		32	32 *		33 *
AVG. AUD. BY ¼ HR. %					18.7	20.0	20.6	19.8	16.9	17.8	19.8	20.7		19.6	19.4	18.9	18.5
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	61.8	63.4	62.7	64.5	67.5	68.6	69.2	70.5	69.5	69.0	68.4	68.1		62.0	59.5	58.1	56.3
WK 2	58.3	60.0	60.3	63.0	64.7	65.6	67.0	67.7	67.2	66.7	65.4	65.7		62.4	61.0	58.4	55.9

U.S. TV Households: 71,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. TUE. DEC. 14, 1976