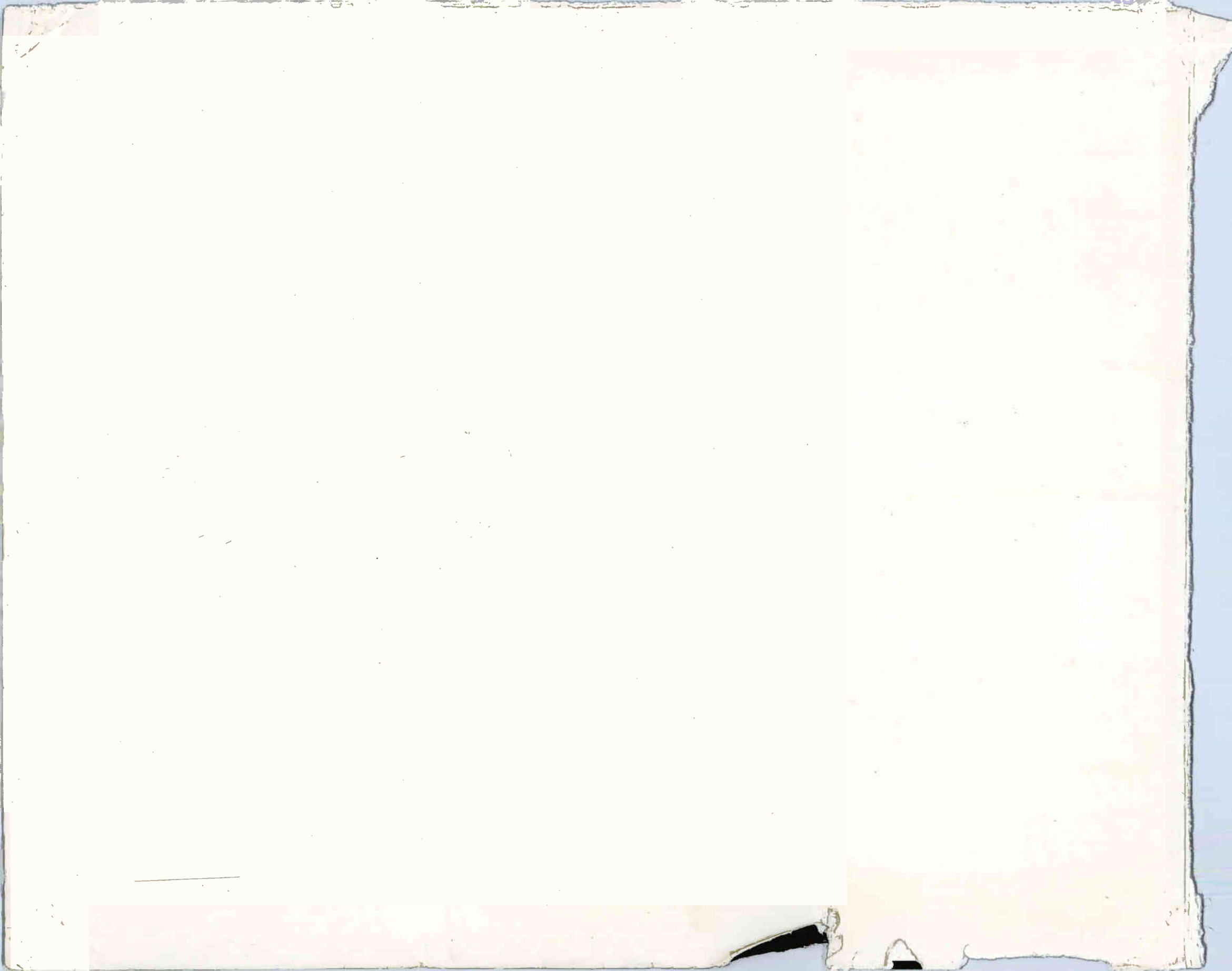


ARBITRON



ARBITRON[®] RATINGS

New York

1350 Avenue of the Americas
New York, New York 10019
(212) 887-1300

Chicago

1807 Tribune Tower
Chicago, Illinois 60611
(312) 454-3444

Atlanta

Corporate Square Office Park
Building 13 / Suite 100
Atlanta, Georgia 30329
(404) 320-1533

Los Angeles

5670 Wilshire Boulevard
Los Angeles, California 90036
(213) 937-6420

San Francisco

417 Montgomery Street
San Francisco, California 94104
(415) 393-6925

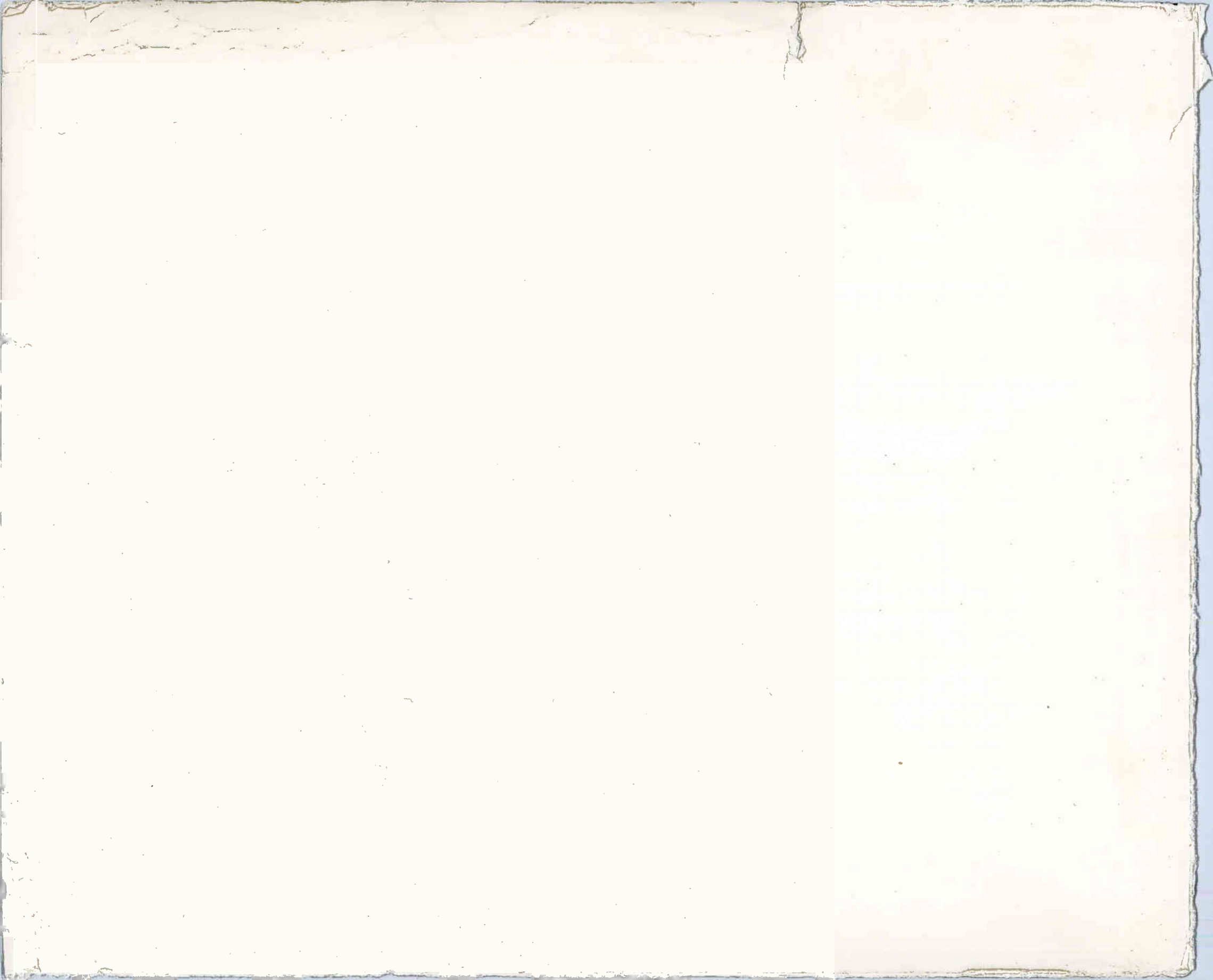
Dallas

14801 Quorum Drive
Suite 506
Dallas, Texas 75240
(214) 385-5788

Washington

The Arbitron Building
Laurel, Maryland 20707
(301) 982-4742

 **ARBITRON RATINGS COMPANY**
a Comdex Data Company



Markets in parentheses () have no ADI. However, the audience estimates for those markets are included in the listed ADI market.

MARKET NAME	OCT	NOV	JAN	FEB	MAR	MAY	JUL
Abilene-Sweetwater		•		•		•	•
Albany, GA		•		•		•	•
Albany-Schenectady-Troy		•		•		•	•
Albuquerque		•		•		•	•
Alexandria, LA		•		•		•	•
Alexandria, MN		•		•		•	•
Alpena		•		•		•	•
Amarillo		•		•		•	•
Anniston		•		•		•	•
Ardmore-Ada		•		•		•	•
Atlanta	•	•	•	•		•	•
Augusta		•		•		•	•
Austin, TX		•		•		•	•
Bakersfield		•		•		•	•
Baltimore	•	•	•	•		•	•
Bangor		•		•		•	•
Baton Rouge		•		•		•	•
Beaumont-Port Arthur		•		•		•	•
Bend		•		•		•	•
Billings-Hardin		•		•		•	•
Biloxi-Gulfport-Pascagoula		•		•		•	•
Binghamton		•		•		•	•
Birmingham		•		•		•	•
Bluefield-Beckley-Oak Hill		•		•		•	•
Boise		•		•		•	•
Boston (Manchester & Worcester)	•	•	•	•	•	•	•
Bowling Green		•		•		•	•
Bristol-Kingsport-Johnson City		•		•		•	•
Buffalo	•	•	•	•		•	•
Burlington-Plattsburgh (Hartford, VT-Hanover, NH)		•		•		•	•
Casper-Riverton		•		•		•	•
Cedar Rapids-Waterloo (Dubuque)		•		•		•	•
Charleston, SC		•		•		•	•
Charleston-Huntington		•		•		•	•
Charlotte (Hickory)		•		•		•	•
Chattanooga		•		•		•	•
Cheyenne		•		•		•	•
Chicago	•	•	•	•	•	•	•
Chico-Redding		•		•		•	•
Cincinnati	•	•	•	•	•	•	•
Clarksburg-Weston		•		•		•	•
Cleveland (Akron & Canton)	•	•	•	•	•	•	•
Colorado Springs-Pueblo		•		•		•	•
Columbia, SC		•		•		•	•
Columbia-Jefferson City		•		•		•	•
Columbus, GA		•		•		•	•
Columbus-Tupelo		•		•		•	•

MARKET NAME	OCT	NOV	JAN	FEB	MAR	MAY	JUL
Columbus, OH	•	•		•		•	•
Corpus Christi	•	•		•		•	•
Dallas-Ft. Worth	•	•	•	•		•	•
Davenport-Rock Island-Moline/Quad City	•	•		•		•	•
Dayton (Springfield, OH)	•	•		•		•	•
Denver	•	•		•		•	•
Des Moines	•	•		•		•	•
Detroit (Ann Arbor)	•	•	•	•		•	•
Dothan		•		•		•	•
Duluth-Superior		•		•		•	•
El Centro-Yuma		•		•		•	•
Elmira		•		•		•	•
El Paso		•		•		•	•
Erie		•		•		•	•
Eugene		•		•		•	•
Eureka		•		•		•	•
Evansville		•		•		•	•
Fargo		•		•		•	•
Farmington		•		•		•	•
Flint-Saginaw-Bay City		•		•		•	•
Florence, SC		•		•		•	•
Ft. Myers-Naples		•		•		•	•
Ft. Smith		•		•		•	•
Ft. Wayne		•		•		•	•
Fresno (Hanford & Visalia)		•		•		•	•
Gainesville		•		•		•	•
Glendive		•		•		•	•
Grand Junction		•		•		•	•
Grand Rapids-Kalamazoo-Battle Creek		•		•		•	•
Great Falls		•		•		•	•
Green Bay		•		•		•	•
Greensboro-Winston Salem-High Point		•		•		•	•
Greenville-New Bern-Washington		•		•		•	•
Greenville-Spartanburg-Asheville		•		•		•	•
Greenwood-Greenville		•		•		•	•
Harrisburg-York-Lancaster-Lebanon		•		•		•	•
Harrisonburg		•		•		•	•
Hartford-New Haven	•	•		•		•	•
Helena		•		•		•	•
Houston	•	•	•	•		•	•
Huntsville-Decatur-Florence		•		•		•	•
Idaho Falls-Pocatello		•		•		•	•
Indianapolis	•	•	•	•		•	•
Jackson, MS		•		•		•	•
Jackson, TN		•		•		•	•
Jacksonville		•		•		•	•
Johnstown-Altoona		•		•		•	•
Jonesboro		•		•		•	•
Joplin-Pittsburg		•		•		•	•
Kansas City	•	•	•	•		•	•
Knoxville		•		•		•	•
La Crosse-Eau Claire		•		•		•	•
Lafayette, IN		•		•		•	•
Lafayette, LA		•		•		•	•
Lake Charles		•		•		•	•
Lansing		•		•		•	•

MARKET NAME	OCT	NOV	JAN	FEB	MAR	MAY	JUL
Laredo		•		•		•	•
Las Vegas		•		•		•	•
Laurel-Hattiesburg		•		•		•	•
Lexington (Hazard)		•		•		•	•
Lima		•		•		•	•
Lincoln-Hastings-Kearney		•		•		•	•
Little Rock		•		•		•	•
Los Angeles (Corona, San Bernardino-Fontana)	•	•	•	•		•	•
Louisville		•		•		•	•
Lubbock		•		•		•	•
Macon		•		•		•	•
Madison		•		•		•	•
Mankato		•		•		•	•
Marquette		•		•		•	•
McAllen-Brownsville/ Lower Rio Grande Valley		•		•		•	•
Medford		•		•		•	•
Memphis		•		•		•	•
Meridian	•	•		•		•	•
Miami (Ft. Lauderdale)	•	•		•		•	•
Milwaukee	•	•		•		•	•
Minneapolis-St. Paul	•	•	•	•		•	•
Minot-Bismarck-Dickinson		•		•		•	•
Missoula-Butte		•		•		•	•
Mobile-Pensacola		•		•		•	•
Monroe-El Dorado		•		•		•	•
Montgomery		•		•		•	•
Nashville	•	•		•		•	•
New Orleans	•	•		•		•	•
New York (Poughkeepsie)	•	•	•	•		•	•
Norfolk-Portsmouth- Newport News-Hampton		•		•		•	•
North Platte		•		•		•	•
Odessa-Midland		•		•		•	•
Oklahoma City		•		•		•	•
Omaha		•		•		•	•
Orlando-Daytona Beach		•		•		•	•
Ottumwa-Kirkville		•		•		•	•
Paducah-Cape Girardeau-Harrisburg		•		•		•	•
Palm Springs		•		•		•	•
Panama City		•		•		•	•
Parkersburg		•		•		•	•
Peoria		•		•		•	•
Philadelphia (Allentown, Reading, Wildwood)	•	•	•	•		•	•
Phoenix (Flagstaff)	•	•		•		•	•
Pittsburgh	•	•		•		•	•
Portland, OR	•	•		•		•	•
Portland-Poland Spring		•		•		•	•
Presque Isle		•		•		•	•
Providence-New Bedford	•	•		•		•	•
Quincy-Hannibal		•		•		•	•
Raleigh-Durham (Fayetteville, NC)		•		•		•	•
Rapid City		•		•		•	•
Reno		•		•		•	•
Richmond (Charlottesville)		•		•		•	•
Roanoke-Lynchburg		•		•		•	•

MARKET NAME	OCT	NOV	JAN	FEB	MAR	MAY	JUL
Rochester, NY		•		•		•	•
Rochester-Mason City-Austin		•		•		•	•
Rockford		•		•		•	•
Roswell		•		•		•	•
Sacramento-Stockton (Modesto)	•	•		•		•	•
St. Joseph		•		•		•	•
St. Louis	•	•		•		•	•
Salinas-Monterey		•		•		•	•
Salisbury		•		•		•	•
Salt Lake City (Miles City)		•		•		•	•
San Angelo		•		•		•	•
San Antonio		•		•		•	•
San Diego		•		•		•	•
San Francisco (San Jose, Santa Rosa)	•	•		•		•	•
Santa Barbara-Santa Maria-San Luis Obispo		•		•		•	•
Savannah		•		•		•	•
Seattle-Tacoma (Bellingham)	•	•		•		•	•
Selma		•		•		•	•
Shreveport-Texarkana		•		•		•	•
Sioux City		•		•		•	•
Sioux Falls-Mitchell		•		•		•	•
South Bend-Elkhart		•		•		•	•
Spokane		•		•		•	•
Springfield, MA		•		•		•	•
Springfield, MO		•		•		•	•
Springfield-Decatur-Champaign		•		•		•	•
Syracuse		•		•		•	•
Tallahassee (Valdosta)		•		•		•	•
Tampa-St. Petersburg (Sarasota)	•	•		•		•	•
Terre Haute		•		•		•	•
Toledo		•		•		•	•
Topeka		•		•		•	•
Traverse City-Cadillac		•		•		•	•
Tucson		•		•		•	•
Tulsa		•		•		•	•
Tuscaloosa		•		•		•	•
Twin Falls		•		•		•	•
Tyler		•		•		•	•
Utica		•		•		•	•
Victoria		•		•		•	•
Waco-Temple		•		•		•	•
Washington, DC (Hagerstown)	•	•		•		•	•
Watertown-Carthage		•		•		•	•
Wausau-Rhineland		•		•		•	•
West Palm Beach (Ft. Pierce-Vero Beach)		•		•		•	•
Wheeling-Steubenville		•		•		•	•
Wichita-Hutchinson		•		•		•	•
Wichita Falls-Lawton		•		•		•	•
Wilkes Barre-Scranton		•		•		•	•
Wilmington		•		•		•	•
Yakima		•		•		•	•
Youngstown		•		•		•	•
Zanesville		•		•		•	•

Non-ADI Markets

The following supplementary markets have no ADI. Reports for these non-ADI markets may be produced in the November, February, May and/or July Surveys.

Akron	Ft. Pierce-Vero Beach	San Bernardino-Fontana
Allentown	Hagerstown	Fontana
Ann Arbor	Hanford	San Jose
Bellingham	Hartford, VT-Hanover, NH	Santa Rosa
Canton	Hazard	Sarasota
Charlottesville	Hickory	Springfield, OH
Corona	Manchester	Valdosta
Dubuque	Miles City	Visalia
Fayetteville, NC	Modesto	Wildwood
Flagstaff	Poughkeepsie	Worcester
Ft. Lauderdale	Reading	

Schedule of Survey Dates 1982-1983

OCTOBER	September 29 - October 26, 1982
NOVEMBER	November 3 - November 30, 1982
JANUARY	January 5 - February 1, 1983
FEBRUARY	February 2 - March 1, 1983
MARCH	March 2 - March 29, 1983
MAY	April 27 - May 24, 1983
JULY	July 6 - August 2, 1983

Meter Service

The Arbitron Meter Service provides daily and weekly reports in New York, Los Angeles, Chicago and San Francisco. The following ADI markets are scheduled to have this service begin during the 1982-1983 Broadcast Year:

Philadelphia	Starts January 1, 1983
Dallas-Ft. Worth	Starts March 1, 1983
Washington, DC	Starts June 1, 1983

Weekly Television Service

The Arbitron Weekly Television Service provides ADI and TSA demographic estimates for seven ADI markets for five weeks of the New Season, and six ADI markets for five weeks of the Second Season.

ADI Markets

Boston	Detroit	Pittsburgh
Cleveland	Philadelphia	Washington, DC
Dallas-Ft. Worth	(New Season Only)	

New Season

September 29 - October 5
 October 6 - October 12
 October 13 - October 19
 November 3 - November 9
 November 10 - November 16

Second Season

January 5 - January 11
 January 12 - January 18
 January 19 - January 25
 February 2 - February 8
 February 9 - February 15

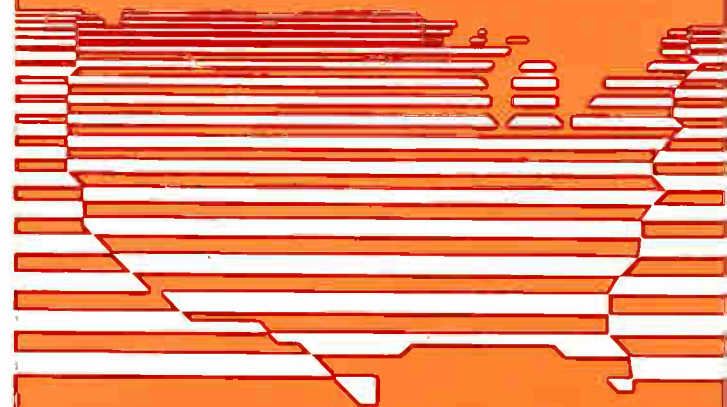
ARBITRON® RATINGS

New York • Chicago • Atlanta • Los Angeles
 San Francisco • Dallas • Washington

GD ARBITRON RATINGS COMPANY
 a Control Data Company

TV-1141
 15M 10/82

ADI Market Survey Schedule

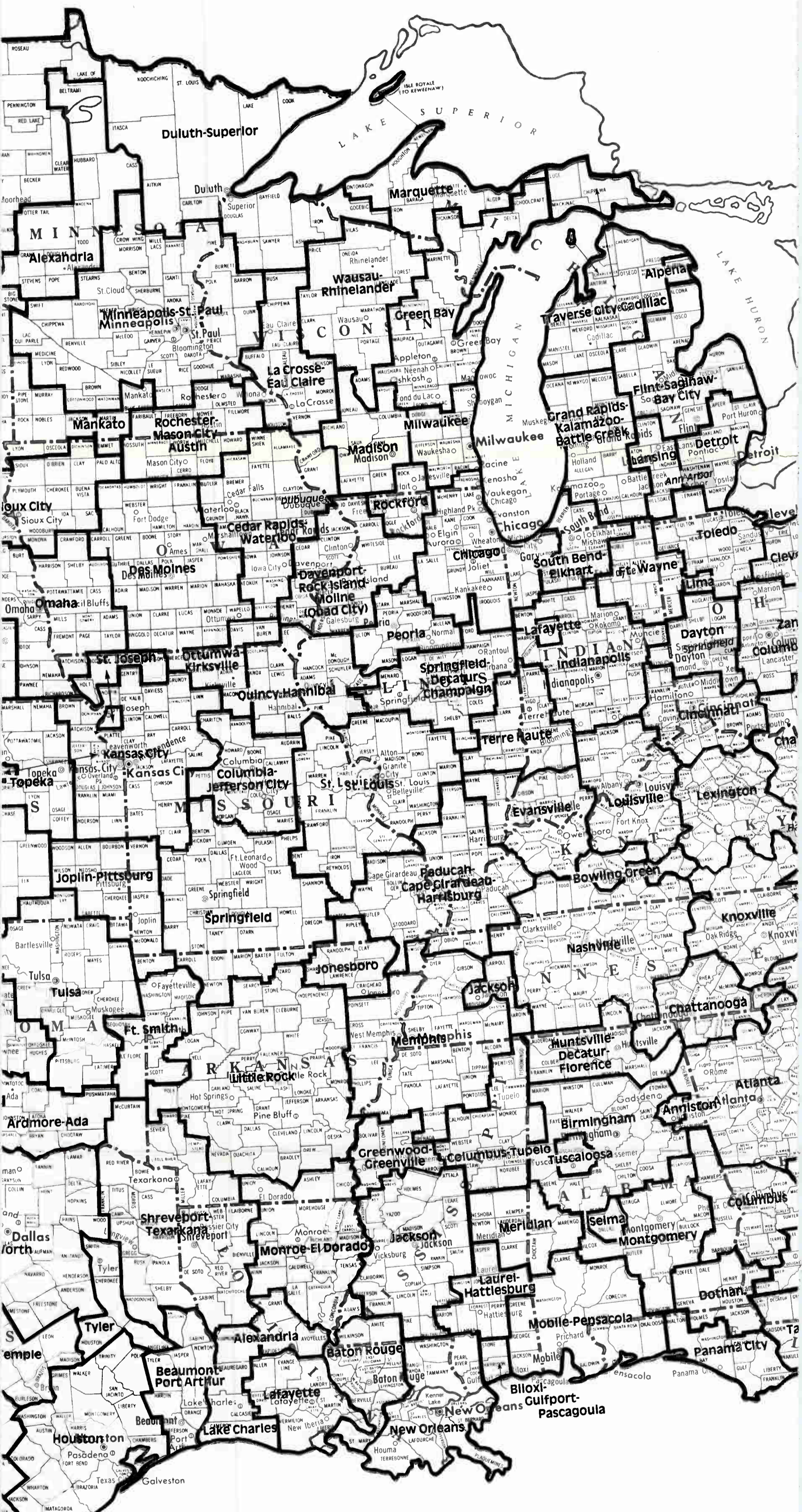


1982-1983

ARBITRON TELEVISION RATINGS



Arbitron ADI's



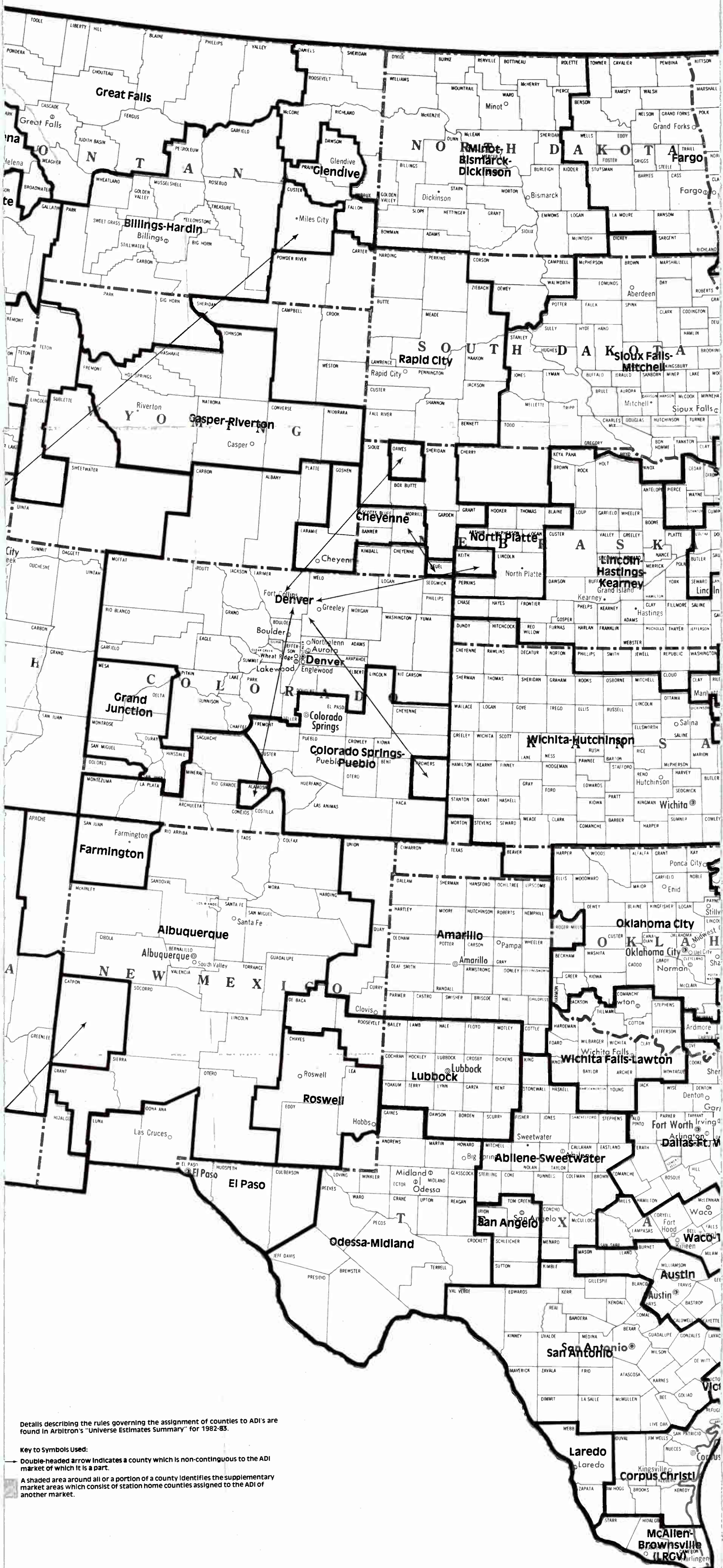
ARBITRON RATINGS

ARBITRON RATINGS COMPANY
a Control Data Company

New York Chicago Los Angeles Atlanta San Francisco Dallas Washington

© 1982 Arbitron Ratings Company and American Map Co., New York License No. 14092

1983 Arbit



Details describing the rules governing the assignment of counties to ADI's are found in Arbitron's "Universe Estimates Summary" for 1982-83.

Key to Symbols Used:

- Double-headed arrow indicates a county which is non-contiguous to the ADI market of which it is a part.
- A shaded area around all or a portion of a county identifies the supplementary market areas which consist of station home counties assigned to the ADI of another market.



Anchorage and Honolulu are regularly measured Arbitron Radio markets. They do not have an Arbitron Television ADI.

