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# **DESCRIPTION OF METHODOLOGY**

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Arbitron Television Market Reports  
October 1982

**ARBITRON RATINGS**

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Arbitron Ratings Company  
Television Market Reports

October 1982

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# I. THE MARKET

## MARKET DEFINITION AND NAME BACKGROUND

**MARKET DEFINITION**/From its inception as a local market report audience estimates service, Arbitron has designated as a "market", aggregations of television stations to be reported together. Historic industry-usage and local marketing considerations indicated the group of stations to be included in these markets. In most instances the stations were located in the same city or county(s), in other cases the stations were located in more than one city and in counties that were not contiguous.

Metro or Home County, TSA and later ADI geographic areas were then defined around these "markets" using Arbitron's procedures, and best professional judgment.

**MARKET NAME**/Each of the television markets was then given a name which reflected a mixture of the name of the Standard Metropolitan Statistical Area(s) (SMSA), as defined by the U.S. Office of Management and Budget, stations' cities of license, stations' cities of identification plus historical industry-usage.

The resultant maze of market names permitted neither rules of uniform application for definition nor stability of market identification. Therefore, effective with the 1972-73 survey year and continuing to present, Arbitron implemented the policy described below to govern the determination of market names.

## MARKET DEFINITION AND NAME POLICY

**MARKET DEFINITION**/A television market will consist of an aggregation of television stations to be reported together in one common report based on historic industry-usage requirements. Changes in these requirements may dictate that a change in the market configuration is appropriate and new commercial stations coming on the air or existing commercial stations leaving the air can cause changes in the market definition. These changes will be made only after consultation with the stations in the market and in the exercise of Arbitron's independent judgment. The group of stations comprising a market are examined in *combination* for purposes of updating Arbitron definitions.

Metro, Home County, ADI and TSA geographic areas for these markets are defined and explained in the sections which follow.

**MARKET NAME**/Effective with the 1972-73 survey year, all markets retained the names they had in 1971-72. Market name changes are made only to add the city of license of a new commercial home station or to delete the city of license of a station which goes off the air or becomes a satellite. The name of the city of license of a satellite station is not included in the market name.

In the case of market configuration changes, the sequence of cities in the market name is dictated by the television households rank of the county in which the city is located. The city in the county having the greatest number of television households is listed first, followed by those cities from counties with fewer television households.

When a station is licensed to a city which is physically located outside the station's home ADI, Arbitron reserves the right to include that station's city of license in the market report title in a manner which best describes the situation and yet will not cause confusion in the titles of adjacent markets.

With some exceptions, market names contain the cities of license of all commercial home stations.

The name of any present non-ADI market that at one time had ADI status will be added to the name of the ADI market in which it is currently located. The non-ADI market name will appear in parentheses. Exceptions will be considered if all home market stations present evidence that the name change would have an adverse effect.

## METRO RATING AREA

**METRO RATING AREA BACKGROUND**/Originally, Metro Rating Areas consisted of the counties contained in the market's SMSA, counties in which were located the market's stations' cities of license or identification plus others included due to historical industry precedent.

In June 1975 Arbitron Television revised its Metro Rating Area Policy for the 1975-76 Survey Year. The June 1975 change took steps toward assigning counties to metros on the basis of television viewing patterns instead of using government criteria. Specifically, effective with the 1975-76 ADI Update, Arbitron no longer applies the 10% exception (see Section I, ADI update) to new (since April 1972) SMSA counties for the purpose of adding them to the appropriate metro.

A change in the Metro Rating Area Policy for the 1976-77 Survey Year extended the television viewing criteria, dominant share, to all metro counties in which there is no commercial home station.

**METRO RATING AREA POLICY/**For reporting metro TV household ratings, shares, and HUTS, Arbitron has designated Metro Rating Areas for approximately 150 markets. Audience estimates with respect to Metro Rating Areas can be added to other markets at the request of and with the support of all stations in the market. A minimum sample size of 125 is required.

The Metro Rating Area generally includes the entire "corresponding" SMSA except in those instances in which an SMSA county (or portion of a geographically split SMSA county) is not in the ADI of that market.

When defining and updating ADIs the 10% exception is applied *only* to those counties in which is located the city of license of a commercial home station.

Non-SMSA counties may be included in the Metro Rating Area definition if there is a home commercial station licensed to that county or if geographical/historical/industrial factors so warrant.

In those cases in which the SMSA definition includes parts of a county (or counties), the inclusion of the affected county (counties) or part(s) in the Arbitron survey area definition is determined by the Arbitron Survey Area Definition Committee.

The Arbitron Survey Area Definition Committee reserves the right to exercise its best professional judgment in modifying and/or waiving certain procedures specified above whenever strict adherence to these procedures would result in a county addition or deletion which would appear unreasonable or illogical in light of known topographic, geographic, historic or other exceptional conditions.

**THE HOME COUNTY POLICY/**A home county is that county where the city of license of a station is located. The home county of each commercial station is considered for application of the 10% exception for ADI update purposes.

The home county policy does not apply to the Home County of a satellite station.

Home county ratings may be included in the Arbitron Television Market Report for a non-ADI market if the sample size in the home county is 125 or more.

## **AREA OF DOMINANT INFLUENCE (ADI)**

**CONCEPT OF THE ADI/**The ADI or Area of Dominant Influence is a geographic design which defines each television market exclusive of all others based on measurable viewing patterns. It is an area that consists of Arbitron sampling units in which the home-market commercial stations and satellite stations reported in combination with them received a preponderance of total viewing hours. A sampling unit is normally one county or an independent city, although some counties may be divided into two or more sampling units due to topography. For purposes of this publication, sampling units will be referred to as counties. Each county in the U.S. (excluding Hawaii and Alaska) is allocated exclusively to one ADI. There is no overlap. Markets in non-contiguous states, territories and possessions may be ADIs if there are station subscribers in those markets.

When a county is divided by Arbitron into more than one geographic sampling unit, each unit is analyzed as if it were a county for ADI purposes, and is assigned to an ADI on the basis of the rules described below.

Assignments of counties to ADIs are effective for an entire survey year, commencing each October.

The original ADI allocations were based on a 1965 county-by-county study of television circulation using the viewing data obtained by diary from approximately 250,000 television households. From these viewing data, Arbitron prepared estimates of the total viewing hours in each county for an average week, and the percentage of the estimated total viewing hours for each station for which viewing was reported.

Arbitron now updates the estimates annually, the most recent update having been computed from viewing records from 373,964 television households from the May 1981, July 1981, November 1981 and February 1982 surveys. Based on these estimates, Arbitron made its ADI allocations for the 1982-83 Survey Year.

**ADI UPDATE AND ASSIGNMENT RULES/**The ground rules for ADI allocations are relatively simple. Once the estimated total viewing hours for a county, and the percentage of such estimated total viewing hours for each station are determined, Arbitron sums the station percentages by market of origin. The market of origin having the largest total percentage is deemed to be the "dominant influence" in the county under consideration, and that county is allocated for ADI purposes to that market of origin. Counties in which the stations in the current ADI market receive a lower percentage of viewing than stations in any other ADI market are considered eligible for reassignment subject to the following exceptions.

**Exceptions to the General Rule:**

**1.** To reassign a county from one ADI *market* to another, a minimum of 20 in-tab households is required. In those cases where this minimum is not met with the four survey periods being considered, a multiple year

estimate based on a minimum of 20 in-tab households is developed. This estimate is an average of the percentage of total viewing hours for the current year and prior one or two years (as needed to meet the 20 in-tab requirement).

**EXAMPLE:**

County	Markets	Last Year		This Year		Two-Year Average
		Share In-Tab		Share In-Tab		Share
Baker County	Current Market	51.56		36.73		44.15
	Any Other Market	25.80	(29)	50.33	(13)	38.07

This year's in-tab of 13 is below the minimum of 20, therefore, the last two years' shares with a total in-tab of 42 are averaged. **The county does not change ADI.**

**2.** In those cases where any other *market* obtains the highest share but does not obtain a 1.5 share point advantage (i.e., 21.48 to 22.98 equals a 1.5 share advantage) over the current market, an additional analysis is performed. The viewing hours in both Early and Late Fringe dayparts are summed for each

market and then divided by the total county viewing hours (for all markets) in the Early and Late Fringe dayparts to determine a new share of Early and Late Fringe viewing hours. The market obtaining the highest share in this additional analysis is then deemed to be the dominant influence for the county in question.

**EXAMPLE:**

County	Markets	Total Viewing Hours Share
Able County	Current Market	47.27
	Any Other Market	48.48
	Difference	1.21

The difference is less than 1.5, so additional analysis is performed.

County	Markets	Total Viewing Hours (00) Combined			
		Early Fringe	Late Fringe	Total	Share
Able County	Current Market	151	47	198	48.77
	Any Other Market	133	48	181	44.58
	County Total	308	98	406	

In this analysis the current market Early and Late Fringe total share of 48.77% is greater than another market's Early and Late Fringe total of 44.58%. **The county does not change ADI.**

**3.** If the *market* of a county's home station achieves at least a 20 share, a Home County is not assigned to the ADI of another existing ADI market unless the average of the percentages

of viewing hours of the stations in the other market is at least 10% greater than the sum of the percentages of viewing hours of the stations in the Home County under consideration.

**EXAMPLE:**

County	Markets	Total Share	Final Share
Charlie County	Current Market (2 stations)	35.20 (share + 10%)	38.72
	Any Other Market (5 stations)	51.63 (share ÷ 5)	10.33

Charlie County is the Home County of one of the stations in the current market. Any other market's total share is the sum of its 5 stations' shares. In the analysis the current market's share is increased by 10% and the other market's share is divided by 5. The other market's final share of 10.33% is less than the current market's share plus 10%. **The county does not change ADI.**

4. In considering the creation of a new ADI market, consisting of one or more counties not then home counties to a pre-existing ADI, the criteria for the assignment of counties to an ADI would prevail; in addition, a market must win its Home County, and that Home County must have at least 10,000 television households. In the case of a new ADI which could be created through the application of the 10% exception, the Home Station may waive the application of that rule.

5. Arbitron reserves the right to exercise its judgment in the case of counties with unusual physical features or peculiar marketing considerations.

The above stated rule and exceptions for ADI allocations and/or the creation of new ADI markets are dynamic and receive extensive re-examination periodically. As a result, Arbitron reserves the right to change this and other policies whenever these procedures would result in a county addition or deletion, which would appear unreasonable or illogical in light of known topographic, geographic, historic or other exceptional conditions.

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## TOTAL SURVEY AREA (TSA)

A geographic area comprising those counties in which, by Arbitron estimates, approximately 98% of the Net Weekly Circulation of commercial home market stations occurs, exclusive of counties located outside the local market area reached solely by sky satellite transmission. The TSA includes all of a market's metro and ADI counties, plus all other counties required to account for 98% of the viewing to that market's home stations.

All TSA definitions are reviewed before the beginning of each new survey year to evaluate the ability of the TSA definition to meet the "98% of viewing" criteria. Evaluation and revision are based upon the annual report on Net Weekly Circulation, which is based upon viewing estimates from the four most current sweeps. Unlike ADI updates which are made at the beginning of the survey year only, TV stations may request TSA updates throughout the survey year if changing market conditions so warrant. Such market conditions might include expanded coverage due to new or more powerful transmitters, new stations going on the air, new satellite arrangements, or expanded cable system carriage. After a review of the request and if accepted, the change will be made as soon as practicable.

## The following criteria are considered in updating Total Survey Area definitions:

1. The primary consideration is that at least 98% of the Net Weekly Circulation of *each* home commercial station occur within the defined TSA.
2. Geographic contiguity of TSA counties is maintained whenever possible.
3. Counties with viewing to more than one home station are preferred over counties with viewing to a single home station.
4. Counties would be deleted from a TSA only when there is *no* reportable circulation to any home commercial station.

The Arbitron Survey Area Definitions Committee reserves the right to exercise its best judgment in modifying and/or waiving certain procedures specified above whenever these procedures would result in a county addition or deletion which would appear unreasonable or illogical in light of known topographic, geographic, historical or other exceptional conditions.

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## ADJACENT ADI MARKETS

Adjacent ADI Markets are those Areas of Dominant Influence which are in geographic proximity to the home market ADI and which are served by the home market stations. Up to three Adjacent ADI markets are designated for each ADI market. When more than three Adjacent ADIs overlap the home market's Total Survey Area, the three selected will be the top three based on an analysis of the cumulative Net Weekly Circulation in each of the Adjacent ADIs listed in descending order.

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## NON-ADI MARKETS

**POLICY**/A non-ADI market is generally established if the city of license of a commercial, non-satellite station is located in a county which is in the ADI *but not* the metro of a metro market.

In cases where the county is contiguous to the current metro rating area and other marketing factors so warrant, the county may be added to the metro rating area rather than be designated as a non-ADI market.

Generally new non-ADI markets are designated when a new station goes on the air, outside of an existing market's metro definition.

During the annual ADI update, the viewing level of the home station(s) in the non-ADI market is examined to determine whether the market is entitled to independent ADI status (see Section I, ADI Update and Assignment Rules).



In TSA updating, non-ADI stations are considered home stations to their corresponding ADI markets; and TSA definitions for these ADI markets are designed to include the "98% area" of the non-ADI stations.

Arbitron publishes Television Market Reports for non-ADI markets if there is a subscribing client and sufficient sample. If there is not, non-ADI market stations are considered home stations in the corresponding adjacent ADI market report.

## SPLIT COUNTIES

Because of the topography of certain counties, Arbitron finds it necessary when designing sampling units to divide such counties into more than one sampling unit. In defining ADIs and TSAs, each of these sampling units may be assigned to a different market.

The criteria used by Arbitron in splitting a county are: (a) there must be unique topography; (b) the different census civil divisions must have mutually exclusive market viewing *ability* (not viewing preference), i.e., non-cable households in one portion of the county may not be able to receive TV station signals available to households in another portion of the county; and (c) each portion of the county must include at least 2,500 TVHH and must equal at least 10% of the full county TVHH.

## INDEPENDENT CITIES

Counties are generally the primary political administrative divisions of the states. However, some cities (e.g., Baltimore, St. Louis and some Virginia cities) are independent of any county origination and thereby constitute divisions within their states. To be processed as a separate sampling unit, in each ADI, all independent cities combined must have a total of 100,000 households, and each independent city and its surrounding county must have at least 35,000 households.

Following is a list of the independent cities, and the county with which they are clustered for annual ADI and TSA update reviews.

Independent City	State	County
Baltimore (*)	MD	Baltimore
St. Louis (*)	MO	St. Louis
Alexandria	VA	Arlington
Bedford	VA	Bedford
Bristol	VA	Washington
Buena Vista	VA	Rockbridge
Charlottesville	VA	Albemarle
Chesapeake (*)	VA	Norfolk
Clifton Forge	VA	Alleghany
Colonial Heights	VA	Dinwiddie
Covington	VA	Alleghany
Danville	VA	Pittsylvania
Emporia	VA	Greensville
Fairfax	VA	Fairfax
Falls Church	VA	Fairfax
Franklin	VA	Southampton
Fredericksburg	VA	Spotsylvania
Galax	VA	Carroll
Hampton (*)	VA	Newport News
Harrisonburg	VA	Rockingham
Hopewell	VA	Prince George
Lexington	VA	Rockbridge
Lynchburg	VA	Campbell
Manassas/Manassas Park	VA	Prince William
Martinsville	VA	Henry
Newport News (*)	VA	Newport News
Norfolk (*)	VA	Norfolk
Norton	VA	Wise
Petersburg	VA	Dinwiddie
Poquoson	VA	York
Portsmouth (*)	VA	Norfolk
Radford	VA	Montgomery
Richmond (*)	VA	Henrico
Roanoke	VA	Roanoke
Salem	VA	Roanoke
South Boston	VA	Halifax
Staunton	VA	Augusta
Suffolk	VA	Suffolk
Virginia Beach (*)	VA	Virginia Beach
Waynesboro	VA	Augusta
Williamsburg	VA	James City
Winchester	VA	Frederick

(\*) These independent cities are sampled and processed as separate units in television market report processing.

## II. STATIONS

### NON-AUDIENCE INFORMATION

The call letters, channel number, city of identification, and network affiliation are reported for each home market station and any qualifying outside commercial station. Other non-audience information such as city of license, address and legal viewing area are retained on file. The sources of non-audience station information include the television stations, the Federal Communications Commission, accepted industry publications and the Arbitron sales offices.

On page INT-1 of the Television Local Market Report (TMR) home commercial and home public television stations are designated with the symbol "H", non-ADI commercial stations are designated with the symbol "HN" and outside stations are designated with the symbol "O".

Arbitron makes every effort to report up-to-date non-audience information. Continuous changes, however, render it impossible for Arbitron to guarantee the currency of these data.

### CRITERIA FOR REPORTING STATIONS/CABLE SERVICES

In order to report the maximum amount of viewing to any given Arbitron-defined television market, the criteria for reporting stations are applied each time the market is surveyed. The viewing levels of all home, certain outside stations, cable originated television programming services, and local cable system-originated programs up to a maximum of 40 stations and services are examined to determine whether any qualify for inclusion in the report. Arbitron normally tests more stations than usually qualify.

Criteria are established according to station allocation and Net Weekly Circulation. The minimum reporting standards are:

#### A. Home Station:

1. A home commercial station or a home public television (PTV) station or a non-ADI home station is included in the report if it delivers a 3% Net Weekly Circulation in the ADI of the Home Market (or in the TSA of a non-ADI market without a Home County Area), Sunday through Saturday, Sign-On to Sign-Off.

2. Qualified PTV stations are reported in the Daypart Audience Estimates Summary and Time Period Average Estimates sections. No PTV stations appear in the Program Audience Estimates sections, since program titles are not gathered from these stations.

3. All satellite stations are exempted from the minimum reporting standards when they are tested for combined reporting in the parent station's home market.

#### B. Non-ADI Stations:

1. Qualified non-ADI stations that are reported in a separate non-ADI Television Market Report will have Metro and ADI estimates reported in all sections of the ADI Television Market Report in which the station is located and TSA estimates reported in all sections of the separate non-ADI Television Market Report.

2. Qualified non-ADI stations that are not being reported in a separate Television Market Report are considered to be home stations to the market in which they are located and all Metro, ADI and TSA estimates are reported in all sections of the market report.

#### C. Outside Station:

1. A Class I Outside Station must deliver a 50% Net Weekly Circulation, in an ADI market, Sunday through Saturday, Sign-On to Sign-Off. If a station qualifies for Class I, Metro and ADI audience estimates are reported in all sections except in the Network Daypart Audience Estimates Summary.

2. A Class II Outside Station or Cable-originated television programming service must deliver 20% to 49% Net Weekly Circulation in an ADI market, Sunday through Saturday, Sign-On to Sign-Off. If a station qualifies for Class II, Metro and ADI audience estimates are reported in the Daypart Audience Estimates Summary section only.

#### D. Cable-Originated Programming Service:

1. A Cable-Originated Programming Service which delivers a 20% Net Weekly Circulation on any cable system or combination of cable systems within the ADI of a Market will appear in the Daypart Audience Estimates Summary section of those reports for which the criterion is met. This is the same Minimum Reporting Standard which is applied to "Outside Stations" which are tested for inclusion in the Daypart Audience Estimates Summary section. Only Metro and ADI Audience Estimates

will be reported. Qualifying programming services and the estimated aggregate number of cable systems on which the service is carried will be identified on page INT-1.

### **E. Local Cable System-Originated Programming:**

1. A Local Cable System which delivers a 3% Net Weekly Circulation to its local-originated programs on a single channel within the ADI of a Market will appear in the Daypart Audience Estimates Summary Section. This is the same Minimum Reporting Standard which is applied to a "Home Station" which is tested for inclusion in the Market Report. Metro, ADI and TSA Audience Estimates will be reported. The name of the cable system will be reported on page INT-1.

**NEW STATION**/A new station's call letters are reported on page INT-1 in the first TMR following notice of the station's air date. A special notice will be included on page INT-4 reporting the new station's actual air date.

A new station will be tested for inclusion in a TMR if it is in a broadcast mode for at least one week (7 days) of a survey period. (Broadcast mode means on the air under either final license or "program test authorization.") In addition, the station must inform Arbitron of its anticipated air date at least 15 days prior to the beginning of the survey period.

A station which will not be on the air for the full survey period will be offered the option of delaying testing until the next survey period. This option is available only upon request of the station through the appropriate Arbitron Marketing Office at least 15 days prior to the beginning of the survey period.

The Marketing Office informs the TV Department of a station's testing requirements in writing as soon as they become known.

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## **PUBLIC TELEVISION STATIONS**

Public Television stations are considered home stations of the ADI in which the city of license is located.

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## **ARBITRON LEGAL VIEWING FILE**

The term "Legal Viewing" is intended to describe generally the television stations in terms of their broadcast range capabilities, or the geographic definition of their potential audience.

The Arbitron Legal Viewing File is used to maintain and update records for editing purposes of all television stations which can be viewed within an Arbitron sampling unit. There is a record in this file for every county in the United States.

Information in this file includes "via-air", translator and cable carriage station viewing. A station is considered "legal" in a given county if there is reasonable expectation that a resident of that county may be capable of viewing that station.

### **Station information retrieval is from the following sources:**

- Station contour maps
- Station translator questionnaires
- Cable system questionnaires
- Accepted industry sources (i.e., FCC, etc.)

The Legal Viewing File is updated throughout the Survey Year (prior to and during each Arbitron survey).

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## **SATELLITE STATION POLICY**

In its Television Market Reports, Arbitron will, under certain circumstances, combine the audiences of "satellite" stations with those of the "parent" station. For the purpose of this Policy, a satellite station is one which duplicates the programming of the parent station in order to serve an area not normally reached and which is assigned separate call letters and channel number by the FCC. Further, the parent and satellite stations must be co-owned or share the same general or national sales management.

### **Arbitron recognizes two classes of satellites:**

**S-1 SATELLITES**/These are satellites which duplicate the programming of the parent in its entirety, carry no other programming from any other source, and at all times telecast programming which is identical to that of the parent in the parent's market report.

Audiences of such satellites are always reported in combination with those of the parent in the parent's market report.

**S-2 SATELLITES**/These are satellites that duplicate most, but not all, of the parent station's programming. Audiences of such satellites and the parent are shown on two lines in the parent's market report. The first line shows the audience of the parent alone, and the second line shows the combined audience of parent and satellite(s) together. When programming is identical on both stations, the symbol (SP) will appear as part of the program title to represent Same Programming. When

programming differs, the symbol (DP) will appear as part of the program title to represent Different Programming. Cume audience estimates are not reported for parent and S-2 satellite combinations. Audience estimates of S-2 satellite programming that is different from the parent station programming is excluded from the combined parent and S-2 line in the Program Audience Estimates Section and in the Program Title Index and ADI Trend Estimates Section.

However, (1) when an S-2 satellite is located in a market other than the home market of the S-2's parent station and (2) when at least one non-satellite station is located in the same county as the S-2 satellite, audience to the satellite alone is shown in the market report of the non-satellite station. In these instances, the audiences of such satellites are not combined with those of the parent in the parent's home market report.

**Following are Arbitron's programming criteria for S-2 satellites.**

**a.** All S-2 satellites, regardless of market rank, are limited to an average of 26 quarter-hours per week of programming which differs from that of their parents' (during those periods when both stations are on the air).

**b.** Exempt from the 26 quarter-hour limitation, when broadcast by either the parent or the satellite, are:

- all programs which are locally or regionally originated, or government provided,
- non-network programs which comply with the following FCC logging classifications:

- (R) Religious
- (ED) Educational
- (PA) Public Affairs
- (A) Agriculture
- (N) News/Weather
- (I) Instructional
- (S) Sports
- (EDIT) Editorial
- (POL) Political

**c.** No national network programs are exempt, regardless of content.

Prior to the beginning of each broadcast year, the parent (or satellite) must notify Arbitron in writing that the stations intend to operate as a parent/satellite arrangement, according to the terms of this Policy.

For each survey period in which the parent/satellite arrangement is to be reported, the parent (or satellite) must, one week prior to the beginning of the survey period, confirm to Arbitron that the stations will operate during the survey period according to the terms of Arbitron's Satellite Policy.

All parent/satellite forms must be signed by the General Manager of the submitting station.

If a parent station operates more than one satellite, each such satellite must qualify independent of the others, and will be reported in the manner appropriate to its classification.

Arbitron reserves the right to modify or to deviate from this policy if it is found, after investigation, that in Arbitron's professional judgment, reporting as specified by the policy is not the best representation of those stations' audiences as used by our clients and industry.



# III. PROGRAM TITLES

## OBJECTIVES

The objectives of Arbitron's Program Title Policy and Procedures are:

- To report television program titles which most accurately describe the programs which were telecast during the survey period.
- To prevent special titling of specific telecasts of a program in order to manipulate the program averages.

**POLICY/A** Program Title Policy Certification of Compliance form is mailed annually, prior to the beginning of the broadcast year, to each station and network. This form, which must be signed by the station General Manager or by a station employee who routinely acts in the name of the General Manager, or in the case of a network, a designated official, certifies that the program titles submitted currently or subsequently via log, phone or written/wired communication accurately identify the programs telecast and conform to the Arbitron Program Title Policy.

In cases where the signed certification is not returned to Arbitron, the following notice will appear in the Television Market Report:

"The following stations have failed to submit the Arbitron Program Title Policy Certification of Compliance. Users are cautioned that the program titles shown for these stations may not be in compliance with the policy and may not accurately reflect the programming telecast:"

In cases where a station fails to provide program titles within specified deadlines, Arbitron reserves the right to use titles from alternate sources where it is considered in the best interest of report users. The use of titles from any non-standard source will be so noted in the Television Market Report. Arbitron reserves the right to protect the integrity of audience estimates by editing titles, rejecting requests for change or entering "NA" in lieu of questionable titles where voluntary policy compliance appears to be lacking, whether or not a signed certification has been received.

**PROCEDURES/P**rior to each Arbitron survey, program title logs are sent to every television station that is to be tested for reporting in an Arbitron Television Market Report.

The purpose of the program title log is to provide Arbitron with actual station records of all programming during each Arbitron survey.

Each program title log includes station call letters, network affiliation, Arbitron survey dates and the anticipated or "typical" program titles which Arbitron has on file as a station's regular program line-up. Arbitron also indicates program source to classify each program as network, syndicated or local.

Program title logs are set up in a quarter-hour format and for every quarter-hour there must be a station entry.

Stations are requested to complete their logs by updating the pre-printed "typical" or anticipated titles with those titles of programs which were actually telecast during the first three weeks of the survey in the appropriate spaces on the log. Only changes to the pre-listed typical titles need be recorded. (Typical titles are obtained from stations through separate additional mailings.) Stations are instructed to return the log after the third week of the survey.

Beginning in the Fall of 1982, all diary service markets will update the fourth week program titles via telephone. After the conclusion of the survey, an Arbitron Program Title Editor will call each station to add fourth week updates to the first three weeks' on the returned logs. This change in procedure was adopted as part of Arbitron's overall Faster Delivery Program.

**Rules and instructions that must be followed by each station when completing program title logs are listed below.**

**1. Program Identity:** For each quarter-hour where a program's title is entered, its spelling, spacing and coding must be identical for all days and weeks in order to be gathered properly for a program average.

Even if a program is telecast at different times it must be entered in the same way in order to be included in a program average.

However, should a station wish to exclude an eligible broadcast (i.e., early start, delay, O-T-O) from the program's regular program average, the station must assign a suffix to that title.

**2.** In Arbitron Television Market Reports, a program may be reported with five-day and seven-day program averages. If a program is telecast seven days per week and each telecast is identically titled, five-day (Monday-Friday) and seven-day (Sunday-Saturday) program averages are reported.

**3.** Arbitron titles each quarter-hour according to the program which airs for the longest duration in the quarter-hour. If two programs share a quarter-hour, the title of the program which airs for the greater number of minutes will be assigned to the entire quarter-hour regardless of its actual duration.

**EXCEPTIONS:**

- a)** If two programs air for *exactly* the same duration, a split title may be assigned to the quarter-hour.
- b)** If three or more programs air in a quarter-hour, VARIOUS may be assigned to the quarter-hour.

When questions arise pertaining to program title entries, Arbitron may ask a station for verification of program entries based on a station's daily program log.

**4.** Network programs are titled by the networks and must accurately represent the program actually telecast. All station logs will be edited to conform to network program title designation.

**5.** Syndicated programs are titled in accordance with the title designator supplied by the syndicator of the series, serial, film or package.

**6.** Local programs are titled by each originating local station and must accurately represent the program actually telecast.

In cases where a single program is routinely carried more than once daily, or both Monday through Friday and a single weekend day, the averages for the different time periods may be separated by adding the suffix 1, 2, 3, etc. to the title.

In cases where the start time of a syndicated or local program is delayed a quarter-hour or longer, the originating station may at its option elect to exclude that telecast from its Program Average. This may be accomplished by adding a suffix 1, 2, 3, etc. to the title.

In cases where a station wishes to regularly combine the averages of several contiguous syndicated programs under a single "umbrella" title, the combined title must be registered in advance. A registration form will accompany the program title log. Such combinations will be noted on the Special Notice page of that station's home market report.

**7.** Only permanent or substantive changes to the "typical" title of programs to be aired during the survey period will be accepted. For example:

- a.** If a regularly scheduled program is preempted by a Presidential speech, a program title change from the typical (e.g., "MASH" changed to "PRES SPEECH") would be acceptable.

- b.** A program title change from "8 OCLOCK MOV" to "LOCAL MOVIE" or from "5PM NEWS" to "EARLY NEWS" is not substantive and would not be acceptable unless it is a permanent change to the typical title.

**8.** The blank program title log provides a line for entering the program title for each quarter-hour of the broadcast day 6:00AM through 1:45AM, for each of the seven days of the week. The log begins with Wednesday and ends with Tuesday.

A comprehensive Arbitron Program Instruction booklet has been distributed to all broadcasting stations. The instructions explain the forms and their use, along with examples of entries.

A sample program title log follows:



## EXCEPTIONS

### Meter Markets:

1. All titles will be collected in advance from stations and networks, according to the following schedule of telephone contacts:

Day of Call	Advance Titles Collected	Changes Accepted
Monday	Monday, Tuesday	(Previous) Friday, Saturday, Sunday
Wednesday	Wednesday, Thursday, Friday	(Previous) Monday, Tuesday
Friday	Friday, Saturday, Sunday	(Previous) Wednesday, Thursday

2. The only allowable changes accepted for titles collected in advance are those caused by one of the following special situations:

- a. Preemptions (Presidential speech, special news incident, etc.).
- b. Sporting event started or ended at a time more than a quarter-hour different than scheduled; sporting event cancelled.
- c. Movie ended at a time different than scheduled.
- d. Film or tape not arrived for airing.
- e. Start time of local or syndicated program was delayed a quarter-hour or longer.

3. For any time periods where a station will not supply a program title in advance, Arbitron will seek to obtain titles from an alternate source; failing to do so, Arbitron will enter "NA" in place of titles.

### Weekly Television Service (WTS) Markets:

1. Program titles will be collected only once, by telephone. Since this collection always occurs after the survey week, no subsequent corrections will be accepted.

**VERIFICATION**/There have been increasing instances of station-requested changes in programming and program titling during scheduled survey periods. This could create a condition leading to erroneous title reporting in Arbitron Television Market Reports. The majority of these potential errors center around the transmission of program titles or program title changes by telephone.

All program titles in Meter Markets and Weekly Television Service Markets are gathered on a prearranged regular schedule via a telephone call from Arbitron. In addition fourth-week titles are gathered by telephone. Finally, all stations in all markets have the option to call Arbitron with last minute changes, subject to production cut-off schedules.

To assure more accurate and verifiable recording of program title information, on February 1, 1980 Arbitron began to tape record all program-title-gathering telephone conversations. These tapes provide documentation of conversations concerning program-title-gathering, thus minimizing possible discrepancies. All tapes will be retained for a period of 90 days following publication of the Television Market Report in question.

Under this procedure, all parties to the conversation will be asked if they consent to the conversation being tape recorded. In the absence of consent the conversation will not be recorded.

## TECHNICAL DIFFICULTY

Each Commercial and PTV Station is requested to notify Arbitron of the occurrence of any Technical Difficulty it experiences, with forms provided to them with their program title log.

Arbitron uses the T.D. forms as the main source for reporting station, as well as cable technical difficulties. Only T.D.s noted on the technical difficulty form or supplied to Arbitron by phone or TWX (subject to production cut-off schedules) will be accepted.

The following is an explanation of the guidelines used for reporting Technical Difficulties. The list is not inclusive. Situations not covered by these guidelines may qualify for reporting if they could have affected viewing during the survey period. Arbitron makes no attempt to assess the impact any Technical Difficulty has on viewing and reports the occurrence solely for the use of Arbitron clients in making their own evaluation of reported estimates.

### 1. Minimum Duration

a. Technical Difficulties totalling five or more minutes are reported. Duration will be considered within the Arbitron quarter-hour time frame.

b. Technical Difficulties are also reported as "intermittent" if any of the general types or Technical Difficulties occurred less than five minutes per interruption but were repeated several times within a quarter-hour.



## 2. General Types

- a. On-Air T.D.
  - Loss of audio
  - Loss of video
  - Poor broadcast quality
  - Loss of network feed  
(substitute programming used)
  - Operating at reduced power
- b. Off-Air T.D.
  - Transmitter failure
  - Power failure
  - Loss of network feed (no substitute programming used)

## 3. Reporting

- a. **Special Notices Page**/The exact time and type of Technical Difficulty is reported for each station on page INT-4 of the Television Market Report.
- b. **Program Titles**/In the Time Period Averages section and Program Audience section the symbol "‡" following the program title indicates an on-air Technical Difficulty occurred during the telecast.
- c. **Off-Air Conditions**/If a station goes off the air for more than eight minutes during a reported quarter-hour, the Technical Difficulty symbol is not used; instead the title "Not On Air" is used and the quarter-hour is not counted when calculating audience estimates for that station.
- d. **Late Sign-On, Early Sign-Off**/If a station signs on or off for the day at a different time than scheduled because of a Technical Difficulty, it will be considered on the air for the whole quarter-hour in which Sign-On/Off occurred, if five or more minutes of programming were telecast during the quarter-hour. The symbol "‡" will be printed next to the program title or call letters for that time period.
- e. **Parent/Satellite:**
  - Parent station can be on the air and S-1 or S-2 Satellites not on the air.
  - S-1 or S-2 Satellites will be considered off-air if parent station is off-air.

## IV. THE POPULATION

### HOUSEHOLD ESTIMATES

A Television Household is an occupied dwelling unit having one or more television sets. Updated estimates of the number of television households in each surveyed county in the United States are prepared annually by Arbitron's Research Department for use in projecting estimates of audience size in Arbitron's Television publications. The estimated television households are additive and the total of all ADI's represents the total number of television households in the United States as surveyed by Arbitron.

The updating procedure is as follows:

1. Total households are furnished by Market Statistics, Inc. (MSI) which has projected county-by-county estimates to January 1, 1983. These estimates include households on military installations. MSI's total households are based on the 1980 U.S. Census.
2. TV penetration figures for nine Census Divisions are reported periodically by the Advertising Research Foundation (ARF). The most recent ARF penetration estimates, based on surveys conducted by the U.S. Census in accordance with ARF specifications, are as of January 1969.
3. The six most current ARF TV penetration estimates, the July 1971 U.S. Census Current Population Survey, the 1972-73 Bureau of Statistics' "Consumer Expenditure Survey", the Fall 1973 Census Survey of Purchases and Ownership, the Fall 1974 Census Survey of Purchases and Ownership and information obtained by Arbitron sample placement during major sweep periods, from November 1978 through February 1982 have been employed by Arbitron to project TV household penetration estimates to January 1, 1983. These are then applied to the estimates of total households provided by MSI, taking into account geographical growth patterns, and employing the concept of diminishing non-television households.

### DEMOGRAPHIC CHARACTERISTICS

Population estimates for specific sex-age categories and households by age of head-of-household groups, are received from Market Statistics, Inc. (MSI). These population estimates include persons residing in group quarters, such as military barracks and

dormitories. Total households and population estimates for sex-age categories and AHOH categories are based on 1970 Census, and are updated annually by MSI. Equivalent 1980 Census information is not expected to be available until late in 1982.

The population and total households projections are both reduced by the application of a television household penetration estimate. The resulting population projections by sex-age category are Arbitron's estimates of the population in television households and group quarters (the population in group quarters having been reduced to reflect television household penetration estimate).

The user should exercise caution when relating these projections to Bureau of the Census data. There are, in fact, no existing data which are directly comparable because the Bureau of the Census issues reports only on persons within all households, including those without television sets.

It should be noted that the estimates in Arbitron reports are subject to defects and limitations such as sampling, processing and recording errors. Such limitations apply not only to Arbitron procedures, but also to U.S. Census, ARF and MSI procedures upon which the estimates are based (see Section XI, Limitations).

### CABLE SUBSCRIBER ESTIMATES

Arbitron's cable subscriber information is derived from information gathered from the cable systems, trade publications, network cable services, other accepted industry sources, and Arbitron's own base of nearly half a million television diaries annually.

Cable systems are the primary source of accurate station carriage information. Arbitron conducts a comprehensive survey each year. Questionnaires are mailed to every known operating system. New systems are contacted whenever Arbitron learns of their existence. For those U.S. counties from which there are 50 or more usable television diaries, responses to the diary's cable question during four previous surveys provide reliable independent cable penetration estimates at the county level. These estimates have been averaged with the county-level data provided by industry sources to provide a new estimate of county cable penetration. For counties from

which there are less than 50 usable diaries, data gathered from industry sources remain the basis for our estimate of cable subscribing homes.

With this new approach exceptional situations may arise. In such cases, Arbitron Ratings will exercise its best professional judgment in determining cable household penetration.

In the case of cable systems that serve more than one county and for which individual county breakdowns are not available, Arbitron attempts to get the county-by-county estimates from the cable system. When such information is not available, Arbitron distributes the cable subscriber count proportionately among the counties involved, based on Arbitron's television household estimates.

In those cases where reliable cable penetration estimates for a county are not available through any of the above sources, Arbitron will base the county's cable penetration estimates on the prior year's (October through July) in-tab diary distribution.

# V. THE SAMPLE

## SAMPLE ALLOCATION

Arbitron annually re-evaluates the number of diaries to be placed in each market to obtain sufficient sample to estimate television viewing.

The initial step is the establishment of ADI "in-tab goal" requirements. This is a base to which various minimums and extrasamples may be applied. The calculation used to determine the ADI base requirement of a market is:

$$\frac{\sqrt{\text{ADI TV Households}}}{\sum \sqrt{\text{ADI TV Households}}} \times \text{Total National Base}$$

After the establishment of the ADI base, a minimum of 200 is applied. That is, any market whose calculated base falls below 200 is given an in-tab goal of 200. Extrasamples based on client order or marketing considerations are then applied.

The ADI in-tab goal is distributed across the ADI counties in direct proportion to the TV households. After this distribution, metro and county minimums are applied.

**1. Metro Minimums:** If the total metro requirement is less than the minimum, the minimum requirement is applied and redistributed proportionately across the metro counties. The metro minimum is based on market rank as follows:

Market Rank	Metro Minimum
1-40	200
41-80	150
81+	125

Special minimums are applied to dual metro markets.

**2. Sampling Unit Minimum:** A minimum requirement of 4 is set for any sampling unit whose requirement falls below 4. A sampling unit generally is a county or each of the discrete portions of split counties. In the state of Virginia, some independent cities (see Section I, The Market) plus Baltimore City and St. Louis City are also discrete sampling units.

A TSA torus in-tab goal is calculated to determine the sample size for the remaining non-ADI (TSA torus) counties in the market. This calculation applies an adjustment to the assigned ADI goal for each market. The adjustment takes into consideration the relationship of both viewing and TV households between the ADI and the TSA torus portions of the market.

The TSA torus base is distributed across the non-ADI counties proportionately to TV households. A county minimum goal of 4 is applied.

In a nationwide survey, a county's requirement as part of its ADI market overrides its requirement as part of the TSA torus of any other market.

The actual number of diaries placed in each sampling unit is determined by the in-tab goal established for the unit and the rate of return which Arbitron expects, based on past placement performance.

## SAMPLE SELECTION

A complete new sample of families is drawn for each sampling unit and for each week of each survey.

**1. Standard Selection:** These samples of households are computer-selected through the use of a systematic interval selection technique, from lists supplied by Metromail. These lists include only households with listed telephones.

**2. Expanded Sample Frame (ESF):** This technique is employed in the Metro and ADI Rating Area in order to include households with unlisted telephones. The sampling universe is a list of potential telephone numbers from which known listed numbers, known business numbers, non-residential exchanges, unassigned number blocks and number blocks have been eliminated. From this list, supplied by Metromail, a sample of households is computer-selected through the use of a systematic interval technique.

**3. Personal Placement and Retrieval Sample:** The Personal Placement and Retrieval technique used in High Density Hispanic Areas allows for the inclusion of non-telephone households, because the computer-selected household is not used as a sample household, but only as a reference point in selecting the sample households.

**4. Buffer Sample:** Occasionally, due to circumstances beyond Arbitron's control, insufficient sample is available for a particular sample unit. When this occurs, a buffer sampling procedure is employed. Buffer sampling is accomplished by hand, and emulates computer techniques. The procedure is used only to the extent necessary to supplement the standard computer-drawn sample. The existence of buffer sampling is small when compared to the sample used for the entire report. In an average nationwide measurement, usually no more than 1.9% of counties require buffer sampling.



## **SURVEY TECHNIQUES**

**1. Mail Diary:** Arbitron initially sends a letter to each sample household, informing them of their selection by computer, and stating that an interviewer will call to request their cooperation in the survey. The letter is followed by a telephone call by an interviewer.

These calls are made at different hours of the day and evening until a responsible member of the household has been reached. Interviewers are instructed to make at least five attempts to reach each household in order that all households in the sample have a reasonable chance of being contacted.

Upon making contact and after ascertaining that it is the selected sample household, the interviewer asks the media question; i.e., 'Does anyone in this household work for a radio or television station or network.' If such an involvement exists, the interviewer records the information and tells the respondent that the household is ineligible to participate in the survey and terminates the interview.

Diaries are then mailed from Beltsville, Maryland directly to all eligible households in the sample. Cash incentives are included with diaries as a means of stimulating respondent cooperation. Arbitron sends a diary for each television set in known multi-set households.

At the time of the diary placement, interview data on multi-set ownership are obtained from all households contacted. From households which indicate to the interviewer that they plan to do no viewing during the week, Arbitron also asks for family and household information.

The interviewers are instructed to make two additional contacts with the sample household after the mailing of the diary: (1) on the day after the survey begins, to make sure that the diary has been received, and to assist household members in understanding the purpose of the diary and how to keep it; (2) several days later, to make sure that no difficulties have developed, to remind the householder to return the diary(ies) when completed, and to thank the family for its cooperation.

In cases in which sample households are so remotely located that substantial toll charges are incurred, the follow-up is made by letter rather than by phone.

In the case of ESF households, the interviewing technique is modified to consist of two contacts: (1) the initial telephone solicitation; and (2) the mid-survey week call to make sure that no difficulties have developed and to thank the family for its cooperation.

Diaries are then mailed from Beltsville, Maryland directly to consenting TV households in the ESF sample. Households found to be located in a High Density Black Area, are transferred to the Differential Survey Treatment technique.

**2. Special Interviewing Techniques:** Since 1967 Arbitron Television has conducted an extensive program of research and development dealing with the complexities of measuring ethnic populations. Over the years, Arbitron Television has found that:

- Minority families view television differently than the general population in terms of program preference and time spent viewing across dayparts.
- Minority families are generally under-represented in surveys unless special efforts are made to increase their representation.

Arbitron employs special interviewing techniques in certain markets in order to more properly represent the minority populations.

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## **DIFFERENTIAL SURVEY TREATMENT**

In the metro of those markets meeting the criteria for black controls, the Differential Survey Treatment (DST) technique is implemented in the High Density Black Area. This technique augments the listed sample procedure by increasing the premium enclosed with the diary and by additional reminder telephone follow-up calls.

**The criteria for selecting markets in which Differential Survey Treatment (DST) and black weighting are implemented are:**

- 1.** The metro total households must include 20% or more black households or contain at least 200,000 black households. (19.5 rounds to 20%)
- 2.** A metro county must include 15% or more black households. (14.5 rounds to 15%)
- 3.** A metro county must contain at least one 35% black zip code.
- 4.** The HDBA must be at least 10% of the metro in-tab goal.

The top 20 black metros, ranked by the latest black TVHH estimates, will receive Differential Survey Treatment (DST) for all consenters in the HDBA, if an HDBA can be defined according to rules 3 and 4, above. Also, black race weighting will be implemented in the metro. If an HDBA cannot be established, then only black race weighting will be implemented in the metro.

If a non-metro ADI has black TV household penetration which is at least 20% of the ADI TV households and if the ADI black percent times the ADI in-tab diary goal for the current broadcast year equals 50 or more diaries, black race weighting will be implemented. (19.5 rounds to 20%)

Markets which have met ethnic control criteria in the past will continue to receive ethnic control (be grandfathered) if they fail to meet these criteria for a future survey.

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## **PERSONAL PLACEMENT AND RETRIEVAL**

In the metro of those markets meeting the criteria for Hispanic controls, the Personal Placement and Retrieval technique is implemented in the High Density Hispanic Area. In Personal Placement and Retrieval, an Arbitron interviewer personally visits each home three times to place, sustain interest in, and pick up the standard seven-day viewing diary in either English or Spanish.

**The criteria for selecting markets in which Personal Placement and Retrieval and Hispanic weighting are implemented are:**

- 1.** The metro total households must include 20% or more Hispanic households or contain at least 200,000 Hispanic households. (19.5 rounds to 20%)
- 2.** A metro county must include 15% or more Hispanic households. (14.5 rounds to 15%)
- 3.** A metro county must contain at least one 35% Hispanic zip code. For Hispanic control, these zip codes must be contiguous.
- 4.** The HDHA must be at least 10% of the metro in-tab goal.

If a non-metro ADI has Hispanic TV household penetration which is at least 20% of the ADI TV households and if the ADI Hispanic percent times the ADI in-tab diary goal for the current broadcast year equals 50 or more diaries, Hispanic race weighting will be implemented. (19.5 rounds to 20%)

Markets which have met ethnic control criteria in the past will continue to receive ethnic control (be grandfathered) if they fail to meet these criteria for a future survey.

Although explicit instructions are provided each interviewer, and independent checks are regularly conducted by interviewer coordinators and the Arbitron Field Operations Department, there may be instances where such instructions are not followed. The foregoing procedures are subject to the

limitations described in Section XI of this book. Further limitations applicable to specific market surveys are described in the Special Notices section (page INT-4) of the appropriate Television Market Report.

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## **THE ARBITRON DIARY**

Arbitron uses one-week family viewing diaries to gather information for its Television Market Reports. Diaries are printed in Spanish for placement with families who indicate a preference for a Spanish language diary.

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## **SAMPLE RETENTION**

### **Retention of raw materials:**

In-tab Arbitron viewing diaries used for the computation of the audience estimates published in the Television Market Report will be stored and used for cross-tabulations for one year from the closing date of the survey and then destroyed along with all unusable diaries. Subscribers to the report are advised that if special cross-tabulations of the reported estimates are desired, they should be ordered before the retention period has expired. Upon prior appointment, subscribers to the report may examine the in-tab Arbitron viewing diaries (prior to the destruction thereof) at Arbitron's Laurel, MD offices.

## VI. THE RETURNED SAMPLE

### MANUAL EDIT PROCEDURES

As diaries are returned to Arbitron, they are passed through the following edit phases, as appropriate: First Edit, Family Edit, Can Receive Edit, Household Edit, Viewing Edit, Station Verification, Problem Edit, Cable Edit, and Non-duplication Edit.

All diaries returned to Arbitron are not necessarily used in tabulating television audience estimates. During **First Edit** unusable diaries are rejected. Unusable diaries include:

- Diaries that are postmarked prior to the last day of survey week and have no explanation for non-viewing days, or have viewing entries after the day of postmark.
- Diaries arriving after the weekly survey cut-off date.
- Diaries with blank pages all seven days with no explanation for non-viewing. (An explanation can consist of a check in the "set not turned on" box, or a written comment to explain the non-viewing.)
- Diaries having one or more blank days with no explanation for non-viewing.
- Diaries with comments indicating no television set.
- Diaries known to have been completed by broadcast industry personnel.

**Other non-usable diaries consist of the following:**

- Missing all audience and all sex-age data.
- Kept in commercial establishment or institution.
- Kept out of survey area.
- Kept by persons outside survey home.
- Missing all station data.
- Male head of house less than 16, and female less than 16 years old.
- Any diary which is determined to have exceptions which cannot be resolved by accepted edit procedures.

Blank diaries returned with a clear indication or explanation of non-viewing are included in the sample.

Multi-set households and county of residence are verified during this phase.

Usable diaries are forwarded to Family Edit.

**Family Edit** procedures include the verification of family information entries and the verification of audience (those persons actually watching a station) entries.

Family edit diaries are sent to **Can Receive Edit**. The purpose of this process is to insure that the "CAN RECEIVE" section of the diary represents call letters and channel numbers that appear in the viewing pages of the diary.

**Household Edit** is performed on all diaries. The household information is located in the back of each diary. This information must be edited to insure that all questions have been answered and that the answers do not contradict what is in the diary.

**Viewing Edit** is done on all diaries. The purpose of this process is to insure that all viewing entries are complete so that station credit may be assigned accurately. Station duration and audience duration are carefully checked for start times, end times and proper entries.

The purpose of **Station Verification** is to insure that the call letters and channel numbers are valid as entered in the diaries.

Cable diaries are edited primarily according to call letters (when unavailable, programming is referenced to available call letters) and non-cable diaries are edited primarily by channel number.

In Cable Edit, diary entries that are not identifiable as being broadcast originated are examined for possible ascription to known sky-satellite program services or other cable originated programming services.

The legal viewing via air file, translator files and the cable files are used during station verification (see Section II, Arbitron Legal Viewing File).

At this point any diary entries that cannot be identified are changed to unidentified entries. These entries are represented in the HUT/PVT data line of Arbitron Television Market Reports.

In those diaries where there are program title entries but no call letters or channel numbers, Arbitron will attempt to identify the station by using the program title entered.

**VCR/**Diary entries which indicate that the program is being taped on a Video Cassette Recorder are credited to the station identified in the entry. Entries indicating a playback of a program previously recorded during the same diary week will be credited to the station recorded on the day and at the time of initial recording. Playback entries of programs recorded other than during the same diary week will be deleted from the diary.

## NONDUPLICATION PROTECTION

Under certain circumstances (defined by the FCC) cable systems are required to protect the programming of home market stations against the duplicated programs of imported distant stations upon request of the home market station.

**Please note**/Cable systems are no longer required to provide nonduplication protection against programming on outside stations which are significantly viewed over the air in the county served by the cable system.

During periods of duplicated programming, cable systems provide nonduplication protection by placing the home market station on the imported station's channel, switching the protected station's identification and commercials to the imported station's channel, or placing a slide on the imported station's channel referring the viewer to the home market station's channel. Any of these methods, however, may cause the diarykeeper to be confused as to which station he is actually viewing. The result of this confusion is an incorrect call letter entry in the Arbitron diary.

Nonduplication editing is designed to change erroneous call letter entries to the call letters of the protected station. It helps to ensure that diary entries reflect the nonduplication protection actually given by cable systems. In this way, protected stations receive credit in Arbitron's audience estimates for all of the viewing to which they are entitled.

The basis upon which Arbitron implements nonduplication editing is the information provided by the television stations.

Over a period of time many stations have informed Arbitron that they are not entitled to nonduplication protection under the current FCC rules and have asked that Arbitron not send blank nonduplication request forms. In some cases, subsequently, stations have become entitled to nonduplication protection but failed to notify Arbitron of that change. The result was possible loss in viewing credit through non-application of nonduplication editing.

To correct this condition, Arbitron now sends a reminder, each survey, to each station asking if nonduplication request forms are wanted. To further aid, this notice is sent to two pre-designated addressees at each station.

For each survey, the station must complete and return on schedule the Arbitron Nonduplication Editing Request Form consisting of the following three sections:

**a.** A certification requiring the station to list: the FCC market ranks, the name, address and communities served of all cable systems providing the station with simultaneous

nonduplication protection; the specific counties in which each system provides this protection; the call letters of all distant stations being deleted for the station; and the distance of each cable system from the station's City of License. If any system is located outside of the station's entitled zone of protection, the station must obtain and forward to Arbitron a written statement from the system confirming the special protection agreement. This Certification section must be signed by the General Manager.

**b.** A program log must be submitted, in conjunction with the certification, identifying all of the station's protected program titles; the beginning and ending times of such programs; the call letters of duplicating stations to be deleted; and the cable systems providing protection for each program. Date and time of OTO programming must be entered.

**c.** Program log update forms, one for each week of the survey, are to be used to report program additions or changes.

**Please note**/Arbitron reserves the right to withhold editing under the following circumstances: 1) Arbitron has reason to believe that protection is not being given 2) completion of the form is judged by Arbitron to be inaccurate, incomplete or unclear 3) protection is claimed against a station which is significantly viewed in the county served by the cable system 4) two or more stations claim the same protection.

## SIMULTANEOUS NONDUPLICATION PROTECTION

In most cases where nonduplication protection is given by a cable system, the duplicated programs are aired by both the home market and the imported stations simultaneously. Arbitron provides nonduplication editing for only simultaneous duplication of network programming.

## NONDUPLICATION EDITING PROCEDURES

All cable diaries, in which the diarykeeper has indicated that he receives viewing from one of the cable systems listed on a station's nonduplication form, are carefully examined for program entries to deleted stations. If the system name in a diary, program titles, starting and ending times, and deleted stations match the protected station's program log, then nonduplication editing is performed by marking a single line through the call letters of the deleted station and writing above it the call letters and the channel number of the protected station.



**CONFLICTING REQUESTS**/Arbitron is unable to provide nonduplication editing in any situation in which two or more stations submit conflicting requests, until the cable system has clarified or resolved the conflicting request.

In a conflict, Arbitron notifies the involved stations by TWX or Mailgram that a conflict exists and defines the nature of the conflict. It is then the responsibility of the conflicting stations to obtain from the cable system a written statement for Arbitron verifying their request. This statement must specify which station(s) is protected and against which station(s) in that county. Only a written resolution from the cable system or a written retraction of the conflicting claim from one station will be honored.

Until a resolution is received, Arbitron will not provide nonduplication editing for either station in the conflicting situation. Furthermore, no previously edited diaries can be re-edited.

Any conflict resolution received prior to May 1980 cannot be considered valid due to changes in the FCC program exclusivity protection rules since that time. Any resolution received during or after May 1980 will be considered valid until a written statement to the contrary is received from the cable system.

**EQUAL PROTECTION CONFLICT SITUATIONS**

In some cases, the entitled area of protection for the stations overlap, which may lead to conflicting requests where both stations have legitimate claim to protection from one system. In these instances a resolution from the cable system must state that the system is indeed providing nonduplication protection for each station in a particular county against certain other specified stations.

Upon receipt of this system notification, Arbitron implements editing in the following manner: viewing entries to deleted stations are assigned a "U" (unidentified) code and appear only in the total (HUT) figure in the Arbitron Television Market Report. However, should the diarykeeper indicate viewing to one of the protected stations, this station is given credit.

**CHALLENGES TO NONDUPLICATION EDITING REQUESTS**

Nonduplication Editing Request Forms are made available to all Arbitron subscribers without charge when ordered in writing. Arbitron's open procedures are

intended to provide all stations with knowledge concerning activities in the area of nonduplication pertinent to their markets. A station may wish to challenge a certified claim of another station and may do so by submitting to Arbitron a written statement specifying the claim(s) being challenged and the basis for the challenge. For example, the cable system has less than 1,000 subscribers; cable system is outside protected area; monitoring fails to find that nonduplication protection is being granted; cable system under new ownership and no longer carries the challenged station; cable system is still under construction; or, challenger has contacted cable system and learns that no protection is being given. It then becomes the responsibility of the station defending its claim to contact the cable system and supply Arbitron with a system letter confirming protection. Nonduplication editing is withheld on these systems in question until such confirmation is received.

Arbitron reserves the right to institute a challenge of protection claimed for a system located outside of the station's 35/55 mile zone of protection if a system letter was not provided at the time the claim was made. Written information from a cable system informing Arbitron that it is not currently operating would also be a basis for challenging a station's claim for protection from the system.

**REINSTATED NONDUPLICATION EDITING**

Whenever nonduplication editing has been withheld by Arbitron due to either the lateness of forms or the existence of unresolved conflicts or challenges, such editing is reinstated effective with the arrival date of either the delinquent forms or the system letter confirming challenged or conflicting protection.

Under no circumstances can diaries edited prior to reinstatement of nonduplication editing be changed or re-edited.

Unresolved conflicts will continue to apply to future surveys and will be brought to the attention of the challenged station until the conflict is resolved.

The foregoing procedures are subject to the limitations described in Section XI of this book. Further limitations applicable to specific market surveys are described in the Special Notices section (page INT-4) of the appropriate Television Market Report.



## COMPUTER EDIT

Arbitron has developed special computer editing routines to handle multi-set households, selection of planned-no-viewing households, time zone adjustments, missing audience information, and missing program duration.

**MULTI-SET EDIT** Entries in diaries returned from multi-set households are edited so as to provide unduplicated viewing information for a given household.

**PLANNED-NO-VIEWING HOUSEHOLDS/** During the placement interview, certain households indicate that they plan no viewing during the survey week for various reasons, such as vacation. These households are sent a diary and a special letter discussing the possibility of a change in plans.

Arbitron does receive some viewing diaries from Planned-No-Viewing households and these are used as part of the in-tab viewing households. For those planned-no-viewing homes which do not return a diary the assumption is made that no at-home viewing took place. Approximately half of these non-viewing homes are systematically selected by computer to be included in the in-tab sample as non-viewing homes.

**TIME ZONE ADJUSTMENT** The time periods in Arbitron Television Market Reports reflect home market local time.

Diary entries from respondents living in counties operating in a different time zone are adjusted to the market local time. Similarly, program titles from stations operating in a different time zone are adjusted to the market local time. Should a national time shift occur during a survey period, the appropriate time zone adjustments are made on a daily basis.

Since the Arbitron diary currently captures only twenty hours of viewing, the time zone adjustment of diaries may result in an understatement of audience in the 6:00AM-7:00AM time period and/or the 1:00AM-2:00AM time period. In any market where this situation exists, a special notice is included. In a market where 15% or more of the television households of a reported area (Metro, ADI or Total Survey Area) are in a different time zone, the impact time period is deleted.

**MONTE CARLO AUDIENCE ASCRIPTION/** Arbitron has developed a special computer editing routine to process diary entries in which the audience composition has been omitted. The probability of viewing for each member of the household is calculated based on the group of similar diaries being processed, the daypart in which the audience composition is missing and the age and sex of each family member.

Once the probability of viewing is determined, a comparison with a random number determines whether or not each family member is given viewing credit. This procedure is used whenever missing audience composition is located, except in single person households where the single individual is assumed to be viewing whenever the television set is turned on.

**PROGRAM DURATION** Another special computer editing process is used when a diarykeeper fails to give the duration of viewing. For instance, the diary may indicate viewing on the 8:00 to 8:15PM line, without making clear that viewing to the same program continued until 10:00PM. When certain conditions are met, the special editing process provides the duration of the viewing entry.

The foregoing procedures are subject to the limitations described in Section XI of this book. Further limitations applicable to specific market surveys are described in the Special Notices section (page INT-4) of the appropriate Television Market Report.

## RETURNED-SAMPLE WEIGHTING

Diary data are weighted using an interactive marginal weighting technique designed to result in minimum total error. The method used, referred to as sample balancing, is primarily due to the work of W. Edwards Deming and Frederick F. Stephan. (For a detailed description of the preliminary work, see Chapter 7, of *Statistical Adjustment of Data by Deming*.)

The sample is weighted on up to five variables for households and four for persons. In general, sample balancing is done (as applicable) for the metro, the remainder of the ADI and the remainder of the TSA. Arbitron estimates of television households, persons in television households and group quarters, and cable subscribers are used as control estimates in the weighting process. (See Section IV, "The Population")

The variables used are:

**1. Geography (households and persons):** Because the availability and quality of television signals vary and because sample allocation and return may not be proportionate across counties or split counties, in-tab diaries are weighted to proportionately represent the television households and persons in each geographic unit. The geographic unit used is either a county or a split county; never a combination of counties.

**2. Week (households and persons):** Because programming varies and sample return may not be equal across survey weeks, in-tab diaries are weighted to represent television households and persons equally in each survey week.

**3. Cable (households):** Because cable subscribing households view television differently and are more likely to return diaries than non-cable households, Arbitron weights cable and non-cable diaries to represent their estimated proportions in counties meeting certain criteria. These criteria are:

- a. County must have 200 estimated cable-subscribing households, and
- b. Cable-subscribing households must represent at least 10% but not more than 90% of county households, and
- c. There must be five in-tab cable and five in-tab non-cable diaries for the county.

**4. Age of Head of Household (households):** Because of differences in the television viewing and diary return of households in different stages of life, Arbitron weights in-tab diaries to proportionately represent television households for the following three categories of age of the household head:

- a. Under 35 years of age
- b. 35-54 years of age
- c. 55 years of age or older.

**5. Sex-Age (persons):** Because persons of different sex-age groups view television differently and may be disproportionately represented in the tabulated sample, Arbitron weights the in-tab persons sample to properly represent persons in each of the following sex-age groups:

Males	Females
2-5	2-5
6-11	6-11
12-17	12-17
18-24	18-24
25-34	25-34
35-44	35-44
45-49	45-49
50-54	50-54
55-64	55-64
65+	65+

**6. Race/Nationality (households and persons):** Because minority groups view television differently and, in some markets, are surveyed using special techniques (see page INT-2) designed to increase their representation, Arbitron weights diaries from black and Hispanic households to ensure their proportionate representation in those markets.

The foregoing procedures are subject to the limitations described in Section XI of this book. Further limitations applicable to specific market surveys are described in the Special Notices section (INT-4) of the appropriate Television Market Report.

Diary data for households and persons are projected for each quarter-hour by a technique which assigns a value in terms of households and in terms of persons to each in-tab diary. The value assigned is referred to as Households Per Diary Value (HPDV) or Persons Per Diary Value (PPDV).

Projections derived from the HPDV and PPDV are then summed across weighting cells and sampling units in the Metro area, the ADI and the Total Survey Area, and gathered for various time periods for reporting. Audiences thus calculated may be reported for basic data categories or combinations of categories, and the audiences are reported as projections (as in the case of audience estimates for the Total Survey Area) or converted into ratings.

# VII. THE ARBITRON TELEVISION MARKET REPORT

Information in this section is presented as notations to pages of a sample report. Pages are arranged in the same sequence as the market report.

Audience estimates in the Arbitron Television Market Report are reported in five main sections:

1. Daypart Audience Estimates Summary (DPS)
2. Network Daypart Audience Estimates Summary (NDP)
3. Time Period Average Estimates, including Monday-Friday and Weekly Programming (TPA)
4. Station Break Average Estimates (SBA)
5. ADI People Share Trend Estimates (PST)
6. Program Audience Estimates (PAV)
7. Program Title Index Trends (PTI)

DEMOGRAPHIC CATEGORY	Col. NO.	DPS	NDP	TPA	SBA	PST	PAV	PTI
<b>TOTAL SURVEY AREA AVERAGE PROJECTIONS</b>								
Television Households	11	x	x	x	x			x
Persons 2+	12	x	x					x
Persons 18+	13	x	x	x				x
Persons 18-49	14	x	x					x
Persons 12-24	15	x	x	x				x
Persons 12-34	16	x	x	x				x
Persons 18-34	17	x	x					x
Women 18+	18	x	x	x	x			x
Women 18-49	19	x	x	x	x			x
Women 12-24	20	x	x	x				x
Women 18-34	21	x	x	x	x			x
Women 25-49	22	x	x	x	x			x
Women 25-54	23	x	x	x				x
Working Women 18+	24	x	x	x				x
Men 18+	25	x	x	x	x			x
Men 18-49	26	x	x	x	x			x
Men 18-34	27	x	x	x	x			x
Men 25-49	28	x	x	x	x			x
Men 25-54	29	x	x	x				x
Teens 12-17	30	x	x	x				x
Children 2-11	31	x	x	x	x			x
Children 6-11	32	x	x	x				x

#### TOTAL SURVEY AREA MARKET AND STATION CUMES

Television Households	111	x
Women 18+	118	x
Women 18-49	119	x
Men TOT	125	x

Note: Cume audience estimates are not reported for Parent and S-2 Satellite combinations.

DEMOGRAPHIC CATEGORY	Col. NO.	DPS	NDP	TPA	SBA	PST	PAV	PTI
Television Households	8	x	x	x	x			x
Share of HUT	9	x	x	x				x
HUT	8	x		x	x			x
HUT	10							x
<b>ADI AVERAGE RATINGS</b>								
Television Households	5	x	x	x	x	x	x	x
Share of HUT	6	x	x	x		x	x	x
HUT	5	x		x	x	x		
HUT	7							x
Weekly TV Households	1-4			x				x
Persons 2+	35	x	x					x
Persons 18+	36	x	x					x
Persons 18-49	37	x	x	x				x
Persons 12-24	38	x	x	x				x
Persons 12-34	39	x	x	x				x
Persons 18-34	40	x	x					x
Women 18+	41	x	x	x		x		x
Women 18-49	42	x	x	x		x		x
Women 12-24	43	x	x	x				x
Women 18-34	44	x	x	x				x
Women 25-49	45	x	x	x		x		x
Women 25-54	46	x	x	x		x		x
Working Women 18+	47	x	x	x				x
Men 18+	48	x	x	x		x		x
Men 18-49	49	x	x	x		x		x
Men 18-34	50	x	x	x				x
Men 25-49	51	x	x	x				x
Men 25-54	52	x	x	x				x
Teens 12-17	53	x	x	x				x
Children 2-11	54	x	x	x				x
Children 6-11	55	x	x					x
<b>ADI STATION AND MARKET CUMES</b>								
Television Households	105	x						
<b>ADI SHARE/HUT TRENDS</b>								
Television Households	58-61	x		x		x		x
<b>ADI PEOPLE SHARE CURRENT AND TRENDS</b>								
Women 18+ (current)	74					x		
Women 18+ (trends)	79-82					x		
Women 18-49 (current)	75					x		
Women 18-49 (trends)	83-86					x		
Women 25-54 (current)	76					x		
Women 25-54 (trends)	87-90					x		
Men 18+ (current)	77					x		
Men 18+ (trends)	91-94					x		
Men 18-49 (current)	78					x		
Men 18-49 (trends)	95-98					x		
<b>PERCENT DISTRIBUTION OF AUDIENCE</b>								
Metro (or Home Cnty)	62	x	x					
Metro # 2		x	x					
Home ADI	65	x	x					
Adjacent ADI #1	66	x	x					
Adjacent ADI #2	67	x	x					
Adjacent ADI #3	68	x	x					
<b>ADJACENT ADI TELEVISION HOUSEHOLD RATING</b>								
Adjacent ADI #1	70	x	x					
Adjacent ADI #2	71	x	x					
Adjacent ADI #1	72	x	x					

# ARBITRON RATINGS

## TELEVISION

Audience Estimates in the Arbitron Market of  
**Your City**

Survey Period: NOV 3 - NOV 30, 1982

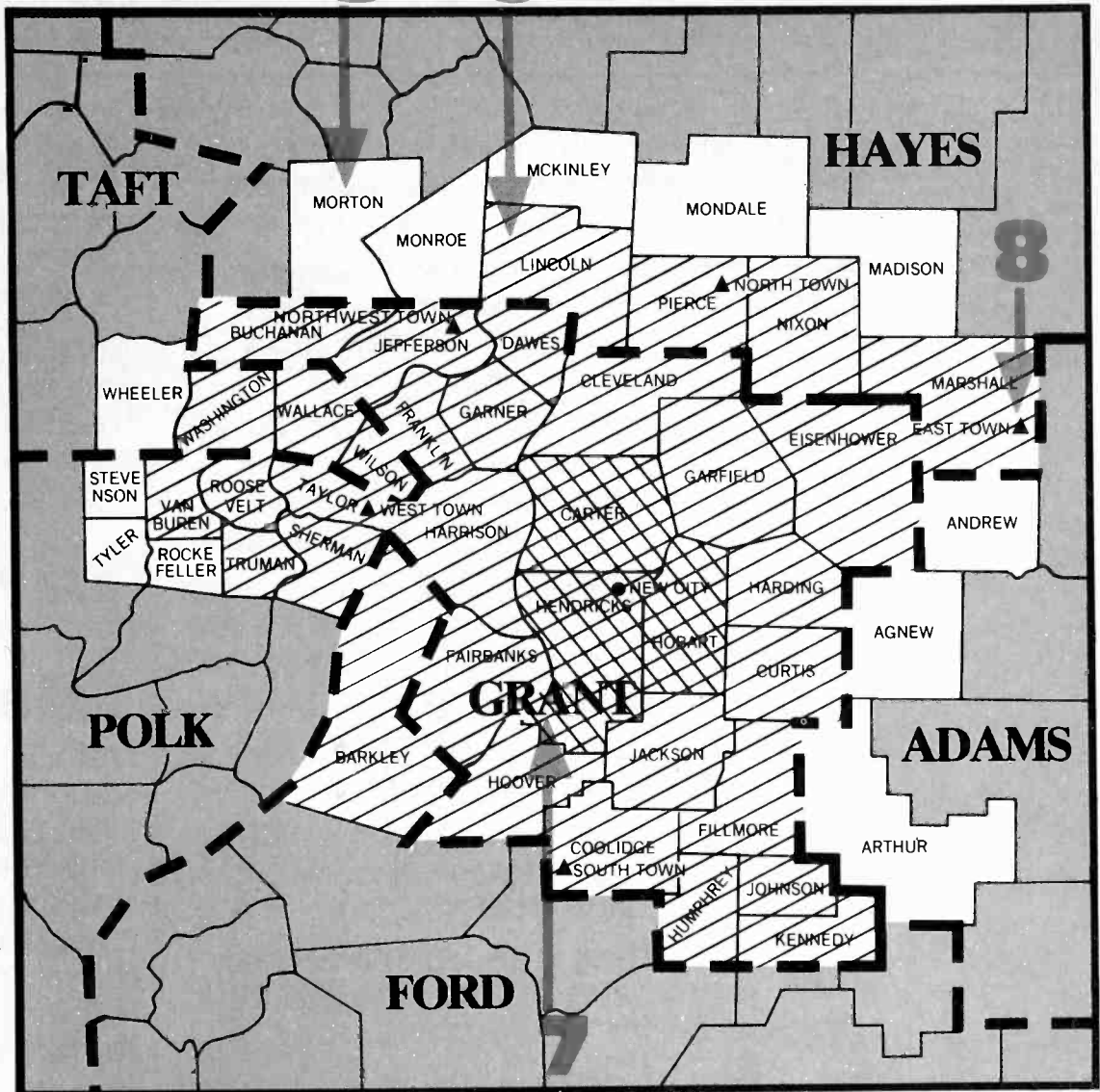
Survey Months:  
NOV MAR MAY JUL

This report is furnished for the exclusive use of network, advertiser, advertising agency, and film company clients, plus these subscribing stations-

WAAA WEEE WGGG

### Schedule of Survey Dates 1982-83

OCTOBER	Sept. 29 - Oct. 26, 1982
NOVEMBER	Nov. 3 - Nov. 30, 1982
JANUARY	Jan. 5 - Feb. 1, 1983
FEBRUARY	Feb. 2 - March 1, 1983
MARCH	March 2 - March 29, 1983
MAY	April 27 - May 24, 1983
JULY	July 6 - Aug. 2, 1983



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▲ City of License of Satellite Station

The "Total Survey Area" of this market is shown in white on the accompanying map. Where appropriate, the "Area of Dominant Influence" is indicated by coarse cross-hatching and the Arbitron "Metro (or Home County) Rating Area" by fine cross-hatching.

### Estimates of Households in Market

	TSA	Pct TV HH	ADI	Pct TV HH	Metro Rating Area	Pct TV HH
TOTAL HOUSEHOLDS	496,100		391,500		161,800	
TV HOUSEHOLDS	482,300	100	381,400	100	159,100	100
MULTI-SET TV HH	183,300	38	153,500	40	77,900	49
CABLE SUBSCRIBERS	131,900	27	76,500	20	3,300	2
UHF TV HH	263,500	55	190,500	50	80,700	51

### Television Stations

Call Letters	Channel Number	Affiliation	Category	City of Identification Authorized by FCC
WAAA-TV	2	NBC	H	NEW CITY
WBBB	5	S-2 OF WAAA	H	EAST TOWN
WCCC	9	S-2 OF WAAA	H	NORTH TOWN
WDDD	13	S-2 OF WAAA	H	SOUTH TOWN
WEEE-TV	4	ABC	H	NEW CITY
WFFF	6	S-2 OF WEEE	H	SOUTH TOWN
WGGG	11	CBS	H	NEW CITY
WHHH-TV	3	S-2 OF WGGG	H	WEST TOWN
WIII	8	S-2 OF WGGG	H	NORTH TOWN
WJJJ	7	S-1 OF WIII	H	NORTHWEST TOWN
WKKK	12	PTV	H	NEW CITY

# Map Page Explanation

- 1▶** The Arbitron market name listed here is assigned based on guidelines set forth in Section I, Market Name.
- 2▶** The survey of the market was conducted during the inclusive dates shown. Survey weeks begin on Wednesday and end the following Tuesday.
- 3▶** A list of months during which surveys will be conducted in this market for the current broadcast year is given. Actual dates of surveys can be found in the schedule.
- 4▶** The map shows the area in which the survey was conducted and for which estimates will be reported. Audience estimates for areas in grey are not included in this market report.
- 5▶** The Total Survey Area (TSA) of the market is shown in white.
- 6▶** Where there is an Arbitron defined Area of Dominant Influence (ADI) it is indicated by coarse cross-hatching.
- 7▶** Where there is an Arbitron defined metro rating area or home county, it is indicated by fine cross-hatching.
- 8▶** Cities of license of stations are denoted by a "•" and satellites by a "▶", even if not tested for this market.
- 9▶** Household estimates are provided for five categories for each survey area within the market. All estimates are rounded to the nearest hundred. Further explanation of total households and TV household estimates can be found in Section IV.
- 10▶** The estimated totals of multi-set households are developed from telephone interviews made at the time of diary placement. Results are projected against the county TV households and then summed and rounded to give TSA, ADI and Metro totals.  
**Note/In Meter/Diary Television Market Reports,** Metro and ADI Multi-set estimates are based solely on Meter Measurement, TSA torus estimates are developed from telephone interviews at time of diary placement.
- 11▶** Estimates of the cable subscribing households are developed from information gathered during an annual survey among all known cable systems, from information contained in trade publications, from information furnished by television stations and other accepted industry sources, and from information contained in Arbitron in-tab diaries from the previous broadcast year. Estimates are updated throughout the survey year as additional information becomes available.
- 12▶** UHF estimates are developed from responses in in-tab diaries. Results are projected against county TV households then summed and rounded to give market totals for each survey area.  
**Note/In Meter/Diary Television Market Reports,** Metro and ADI UHF estimates are based solely on Meter Measurement, TSA torus estimates are developed from responses in in-tab diaries.
- 13▶** Multi-set, cable and UHF penetration are expressed as a percent of TV households in the survey area.
- 14▶** Stations are listed in channel number sequence with home stations first followed by outside stations. All home stations tested for inclusion in the market are listed plus any outside stations meeting minimum reporting standards. Local cable systems, local-originated programs, and cable-originated programming services that meet the minimum reporting standards are listed following the television stations. See Section II for further explanation.
- 15▶** Public Television Stations (PTV) are considered home market stations within their respective ADI's and if they meet minimum reporting standards they are reported in the Daypart Audience Summary and Time Period Average Estimates Sections.
- 16▶** Cities of identification given are those which are authorized by the Federal Communications Commission (FCC) and do not necessarily correspond to FCC city of license.
- 17▶** All television stations are identified with category symbol as follows:  
**H/**Commercial and Public Television Stations that are Home stations to the market.  
**HN/**Commercial and Public Television Stations that are located in a non-ADI market that is included in the ADI of the market.  
**O/**Commercial Television Stations that are Home to another ADI market that qualify for inclusion in this market report.  
**Note/Your City is a fictional market and all audience data and viewing estimates pertaining to it are presented to demonstrate Arbitron methodology and do not reflect actual viewing.**



# Counties Included in Survey Area

Key		ADI Assignment		TV HH in Adjacent ADI		Adjacent ADI Market			
A	COUNTY IS IN HOME MARKET ADI			228,600	HER CITY				
1	COUNTY IS IN ADJACENT ADI 1			471,700	HIS CITY				
2	COUNTY IS IN ADJACENT ADI 2			126,900	THEIR CITY				
3	COUNTY IS IN ADJACENT ADI 3								
0	COUNTY IS IN OTHER ADI MARKET								

ADI Key	Cable Pct	County	State	TV HH Estimates	TV HH In-tab	ADI Key	Cable Pct	County	State	TV HH Estimates	TV HH In-tab	
2	54.4	AGNEW	AD	1,700	4	A	41.8	JOHNSON	GR	4,700	14	
2	78.9	ANDREW		17,800	35	A	48.0	KENNEDY		4,900	5	
0	53.2	ARTHUR		10,300	24	A	38.2	LINCOLN	HA	5,200	7	
A	31.1	BARKLEY	FO	8,400	12	0	85.0	MADISON *		1,000		
A	C 23.3	BUCHANAN	GR	5,200	15	A	42.7	MARSHALL		3,000	7	
A	M	CARTER		14,700	30	3	49.1	MCKINLEY		3,800	14	
A	48.3	CLEVELAND		10,000	10	0	C 14.7	MONDALE		3,400	9	
A	27.4	COOLIDGE		9,600	14	3	C 74.3	MONROE		19,700	50	
A	C 27.4	CURTIS		9,700	25	3	C 51.9	MORTON		21,700	55	
A	32.2	DAWES		3,700	6	A	12.1	NIXON		5,900	10	
A	12.3	EISENHOWER		2,500	12	A	31.4	PIERCE		4,800	10	
A	39.9	FAIRBANKS		5,000	12	1	18.6	ROCKEFELLER	PO	6,500	16	
A	2.5	FILLMORE		5,000	9	A	42.0	ROOSEVELT		4,000	13	
A		FRANKLIN		2,000	8	A	9.8	SHERMAN		3,300	7	
A	C 47.8	GARFIELD		23,600	31	1	39.5	STEVENSON		7,100	14	
A	C 18.8	GARNER		5,100	13	A	32.8	TAYLOR		4,700	7	
A	.4	HARDING		19,000	30	A	35.7	TRUMAN		2,400	10	
A	C 48.6	HARRISON		11,600	17	1		TYLER		3,100	9	
A	M C 13.8	HENDRICKS	PR	23,500	38	A	21.3	VAN BUREN		2,000	8	
A	M	HOBART	DT	120,900	237	A	14.8	WALLACE	TA	4,400	9	
A	16.8	HOOVER		2,800	6	A	56.2	WASHINGTON		8,000	9	
A	9.5	HUMPHREY		6,700	8	0	37.5	WHEELER		4,800	7	
A	C 18.1	JACKSON		10,500	16	A	C 66.7	WILSON		21,000	48	
A	C 33.3	JEFFERSON		3,600	13							
										TOTAL	482,300	963

PR = PERSONAL RETRIEVAL TECHNIQUE  
 IMPLEMENTED IN HIGH DENSITY  
 HISPANIC AREA PORTION OF COUNTY

DT = DIFFERENTIAL SURVEY TREATMENT  
 IMPLEMENTED IN HIGH DENSITY  
 BLACK AREA PORTION OF COUNTY

M = METRO COUNTY  
 C = CATV CONTROL IMPLEMENTED

## Counties Included in Survey Area Explanation

- 1▶** Information regarding ADIs adjacent to the ADI of this market is provided in this table. An adjacent ADI is an ADI market having one or more counties in the home market's TSA. Up to three adjacent ADIs are included, selected on the basis of home station spill-out. Adjacent ADIs are listed in alphabetical order with their respective TV household estimates and key.
- 2▶** The key provided a means of identifying the ADI assignment of counties in the total survey area of this market which are in either the home ADI or adjacent ADIs, 1, 2 or 3. Counties which have a "0" key are located in another ADI market.
- 3▶** All counties in the market survey area are listed alphabetically by county name within state. Counties which are sampled as two geographical units are suffixed by East, West, North or South.
- 4▶** A **DT** or **PR** following a county name indicates that special sampling techniques were implemented.  
**DT** — Differential Survey Treatment implemented in high density black area portion of the county.  
**PR** — Personal Retrieval implemented in high density Hispanic area of the county.  
For further explanation of both techniques, see Section V, Survey Techniques.
- 5▶** An "M" indicates that this county is also included in the Metro rating area of this market. A non-ADI market has the home county denoted by an "H" in this column.
- 6▶** The estimated TV households rounded to hundreds in each county follow the state abbreviation. See Section IV for further explanation of TV household estimates.
- 7▶** The number of TV households returning usable diaries is given for each county. Also included as in-tab are selected planned-no-viewing homes.
- 8▶** An asterisk following a county name indicates that no usable in-tab diaries were returned for that county although normal sampling procedures were used.
- 9▶** A "C" indicates that cable control procedures were implemented in this county (see Section VI, Returned Sample Weighting). In counties where DT or PR techniques are implemented the "C" will appear if the in-tab requirements have been met in any of the discrete sampling units.
- 10▶** A cable penetration is given for all counties for which Arbitron has estimates. Penetration is expressed as a percentage of TV households in the county.
- 11▶** TSA market totals are given for TV households and in-tab.

# Demographic Characteristics

Population estimates are shown below for this market's TSA and ADI. These estimates include all sexage categories for which audience estimates are reported in the Television Market Report. Market Statistics, Inc. provides estimates of total households and estimates of total population (including population in group quarters), each of which is reduced by Arbitron estimates of television penetration to produce Arbitron television household and population estimates. For estimates of total population in Group Quarters, see Page INT-5, Group Quarters.

The user should be aware that there are no existing Census data which are directly comparable to the projections shown on this page. The Bureau of the Census issues reports covering all households, including those without television sets. Census estimates have been updated and projected to January 1, 1983 by

Market Statistics, Inc., based on estimates from Sales and Marketing Management's 1982 Survey of Buying Power.

Each market's demographic characteristics are based on populations in TV households (including group quarters) and remain constant throughout the entire survey year, except Working Women 18+ and in cases of market definition changes or demographic weighting categories with no in-tab sample.

The in-tab sample sizes (n) and Standard Error Weighting Factors (WF) reported below are used with the Standard Error formulas on the inside back cover of the report to determine the approximate amount of sampling error around Arbitron television audience estimates.

		Total Survey Area				ADI				
		MSI Est* Pct of Total	Arbitron Populations	Arbitron Pct of Total	Arbitron Pct of Group	In-Tab Sample Sizes	MSI Est* Pct of Total	Arbitron Populations	Arbitron Pct of Total	In-Tab Sample Sizes
<b>PERSONS</b>	<b>2+</b>	100.0	1,324,400	100.0	100.0	2,508	100.0	1,036,400	100.0	1,896
	<b>18+</b>	73.7	975,400	73.6	73.6	1,928	72.9	755,900	72.9	1,451
	<b>18-49</b>	45.3	600,200	45.3	45.3	1,087	43.9	455,600	44.0	796
	<b>12-24</b>	26.5	351,000	26.5	26.5	565	24.9	258,000	24.9	425
	<b>12-34</b>	41.2	545,600	41.2	41.2	876	39.7	411,700	39.7	644
	<b>18-34</b>	29.4	389,100	29.4	29.4	579	27.4	283,900	27.4	411
<b>WOMEN</b>	<b>18+</b>	37.9	502,100	37.9	100.0	997	38.3	396,400	38.2	748
	<b>18-49</b>	22.1	293,200	22.1	58.4	536	22.1	229,400	22.1	391
	<b>12-24</b>	12.6	166,500	12.6	33.2	273	12.3	127,900	12.3	208
	<b>18-34</b>	14.1	186,800	14.1	37.2	268	13.7	142,500	13.7	187
	<b>25-49</b>	15.3	203,400	15.4	40.5	414	15.8	164,300	15.9	305
	<b>25-54</b>	18.3	242,300	18.3	48.3	506	18.9	195,700	18.9	383
	<b>WRKNG 18+ (30+ HRS)</b>	NA	157,300	11.9	31.3	287	NA	129,000	12.4	223
<b>MEN</b>	<b>18+</b>	35.7	473,300	35.7	100.0	931	34.7	359,500	34.7	703
	<b>18-49</b>	23.2	307,000	23.2	64.9	551	21.8	226,200	21.8	405
	<b>18-34</b>	15.3	202,300	15.3	42.7	311	13.6	141,400	13.6	224
	<b>25-49</b>	15.3	202,300	15.3	42.7	405	15.5	161,100	15.5	299
	<b>25-54</b>	17.9	238,000	18.0	50.3	492	18.3	190,200	18.4	369
<b>TEENS</b>	<b>TOTAL</b>	11.8	156,500	11.8	100.0	297	12.3	127,800	12.3	233
<b>CHILDREN</b>	<b>TOTAL</b>	14.6	192,500	14.6	100.0	283	14.8	152,700	14.7	212
	<b>6-11</b>	9.3	123,100	9.3	63.9	186	9.7	99,800	9.6	145
<b>HOUSEHOLDS BY AGE HEAD OF HOUSEHOLD</b>										
	<b>TOTAL</b>	100.0	482,300	100.0			100.0	381,400	100.0	
	<b>UNDER 35</b>	28.9	139,600	28.9			27.7	105,800	27.7	
	<b>35-54</b>	30.9	149,100	30.9			31.9	121,800	31.9	
	<b>55+</b>	40.2	193,600	40.2			40.4	153,800	40.4	

NA = Not available

## Sample Placement, In-Tab and Effective Sample Bases

The columns below show: the estimated number of television households in the original computer-drawn sample; the number of those households, accepting diaries; the number of households returning usable (in-tab) diaries; an estimate of

the television households' Effective Sample Base (ESB); the Standard Error Weighting Factor (WF); and the ADI weekly households' ESB.

	Est TV HH in Original Sample	TV HH Accepting Diaries	TV HH In-Tab	Est TV HH ESB	Standard Error Weighting Factor	Weekly ADI TV Households		
						In-Tab	ESB	
METRO RATING AREA - STD SAMPLE	321	279	188			WEEK 1	180	91
METRO RATING AREA - ESF	199	174	117			WEEK 2	184	119
METRO RATING AREA - TOTAL	520	453	305	178	1.54	WEEK 3	181	101
ADI - STD SAMPLE	843	730	444			WEEK 4	175	114
ADI - ESF SAMPLE	523	453	276					
ADI - TOTAL	1,366	1,183	720	421	1.54			
BALANCE OF SURVEY AREA	493	429	243					
TOTAL SURVEY AREA	1,859	1,612	963	716	1.21			

## Average Quarter-Hours Viewed Per Week in the TSA and in the ADI

Estimates of the average number of quarter-hours viewed in the average week within sample households in the Total Survey Area and in the ADI are

shown by: Households, Women 18+, Men 18+, Teens 12-17 and Children 2-11.

<b>VIEWED PER WEEK IN TSA BY :</b>	<b>HOUSEHOLDS</b>	130.9	<b>WOMEN 18+</b>	98.5	<b>MEN 18+</b>	67.7	<b>TEENS 12-17</b>	56.9	<b>CHILDREN 2-11</b>	63.3
<b>VIEWED PER WEEK IN ADI BY :</b>	<b>HOUSEHOLDS</b>	130.4	<b>WOMEN 18+</b>	98.1	<b>MEN 18+</b>	68.3	<b>TEENS 12-17</b>	57.3	<b>CHILDREN 2-11</b>	61.7

# Demographic Characteristics Explanation

- 1▶** Under Arbitron's Stabilized Demographic Characteristics Procedure, the demographic characteristics reported here remain constant throughout the entire broadcast year, except in cases of market definition changes or in reports which include counties with no in-tab households or in reports where no returns are received for one of the sex/age categories.  
These Arbitron estimates include only per persons living in television household *and group quarters (the population in group quarters having been reduced to reflect estimated television penetration)*, and are derived from Total Household projections and population estimates provided by Market Statistics, Inc. These estimates are updated and projected to January 1 of the current broadcast year by Market Statistics, Inc. (See Section IV).
- 2▶** Population estimates are shown for the market's TSA and ADI. In markets without an ADI survey area, the ADI side is blank.
- 3▶** All projections are shown rounded to the nearest hundred.
- 4▶** The MSI Estimated Percent of Total reflects the estimated distribution of each category in all TV households *and group quarters* in the survey area. It is not affected by household returns. Percents are rounded to the nearest tenth.
- 5▶** Percent of Total reflects the proportion of each category in all TV households *and group quarters* in the survey area. Based on returned sample, percents are calculated from unrounded projections and reported to the nearest tenth.
- 6▶** Percent of Group reflects the proportion of each sex/age category in the larger total category. For example, children 6-11 are 63.9% of the total children in this market's TSA. Percentages are calculated on unrounded projections and reported to the nearest tenth. Working women are considered a separate category.
- 7▶** Working women projections are developed from each survey's diary responses and include all females 18+ who work outside the home 30 or more hours per week. No MSI data are available for working women.
- 8▶** In-tab sample sizes are the unweighted counts of people listed in in-tab diaries. Totals for all categories may be used with the standard error and percentage formulas in Section IX for a determination of sampling error.
- 9▶** Projections of households by age of head of household are developed from sex/age information in in-tab diaries and weighted to equal the percentage of TV households in the market as part of the sample balancing procedure (See Section VI, *Returned Sample Weighting*).
- 10▶** The estimated number of TV households in the original sample is developed from information gathered during the diary placement interview. Adjustments are made for TV households which were not contacted. All estimates are reported to units.
- 11▶** TV households which agreed to keep a diary are reported to units. Homes which were mailed a diary, which was subsequently returned to Arbitron as undeliverable, are not included in this total.
- 12▶** TV households in-tab includes all homes which returned a usable diary, as well as selected planned-no-viewing homes.
- 13▶** The television households Effective Sample Base (ESB) is not directly related to the degree of sampling error associated with an estimate.
- 14▶** Standard error weighting factors are reported for TSA and, where applicable, ADI. They may be used with the standard error and percentage of error formulas in the back of the market report and in Section IX.
- 15▶** The number of households in the ADI returning usable in-tab diaries is reported by week. ADI weekly ratings will be printed in the Time Period Averages Section, for all markets with a 280 4-week in-tab diary goal.
- 16▶** Weekly ESBs are reported for ADI markets for which weekly ratings are reported.

## Demographic Characteristics Explanation (continued)

**17** ▶ Totals for sample placement, in-tab and effective sample base (ESB) are reported for all survey areas in the market — TSA, ADI and Metro. If a non-ADI market has a home county rating area, totals are printed for the home county and TSA.

**18** ▶ The Expanded Sample Frame (ESF) technique is implemented in all Metros and all ADIs. Sub-totals are reported for the portion of the sample placed using Standard Sampling Techniques and for the portion placed using ESF Techniques. The sample placed in the balance of survey area, which includes both Standard and ESF implemented in adjacent markets, is reported as a combined total.

**19** ▶ Estimates of the average weighted number of quarter-hours viewed in the average week in the TSA and, where applicable, the ADI, are reported to the nearest tenth of a quarter-hour.

**20** ▶ Television household estimates express the average number of quarter-hours viewed in households in which there was viewing to one or more sets.

**21** ▶ Women estimates express the average number of quarter-hours viewed by all women 18+ within viewing households.

**22** ▶ Men estimates express the average number of quarter-hours viewed by all men 18+ within viewing households.

**23** ▶ Teens estimates express the average number of quarter-hours viewed by all teens 12-17 within viewing households.

**24** ▶ Children estimates express the average number of quarter-hours viewed by all children 2-11 within viewing households.



# Special Station Activities

Information appearing on this page relates to Unique Contests or Promotions, Survey References, On-Air Survey Announcements, and Rating Distortion which may have had an effect on viewing or recording thereof.

Arbitron makes no attempt to assess the impact of Contests or Promotions, Survey References, On-Air Survey Announcements; the information is furnished solely for the use of Arbitron clients in making their own evaluation of estimates reported. In the case of Rating Distortion, Arbitron will delete audience estimates from the home market report of the station conducting this activity.

Special station activities are noted on this page when brought to Arbitron's attention by the station conducting the activity or by a written complaint from another industry source. When written complaints are received, Arbitron will contact the station that engaged in any of these activities to obtain complete details. Complaints about a Unique Contest or Promotion Activity must be received by the final day of the survey. Complaints about Survey References and On-Air Survey Announcements must be received no later than one week (seven calendar days) following the final day of the survey.

ALL COMPLAINTS MUST BE MADE IN WRITING AND ADDRESSED TO:

Special Station Activity Committee  
c/o TV Policies & Procedures  
Arbitron Television  
The Arbitron Building  
Laurel, Maryland 20707

Arbitron neither accepts nor investigates complaints of special station activities on a confidential or anonymous basis. This position reflects our belief that a station is entitled to know what information has been submitted concerning its activity and the source of that information.

For details on the Arbitron policy of reporting Special Station Activities, see the separate publication provided to all television report subscribers entitled, Policy Statement for Special Station Activities: Rating Distortions, On-Air Survey Announcements, Survey References, Unique Contests or Promotions.

Special notices relating to a station's Unique Contests or Promotions will be placed on page INT-4A of the station's Home Market Report. On-Air Survey Announcements and Survey References will be noted on the front cover and on page INT-4A of the station's Home Market Report, and a footnote will be placed on each page of Audience Estimates. In addition a special notice will appear on page INT-4A in every other market report in which the station qualifies for inclusion.

The FTC Guidelines Regarding Deceptive Claims of Broadcast Audience Coverage contain language which points out that TELEVISION STATIONS . . .

"should not engage in activities calculated to DISTORT or INFLATE such data — for example, by conducting a SPECIAL CONTEST, or otherwise varying . . . usual programming, or instituting UNUSUAL ADVERTISING or other promotional efforts, DESIGNED TO INCREASE AUDIENCES ONLY DURING THE SURVEY PERIOD. Such variation from normal practices is known as 'HYPOING'."

It is the opinion of Arbitron that while many television stations that engage in promotional activities during a survey are not

attempting to hypo audiences, some stations may conduct their promotional activity for the specific purpose of increasing audiences artificially during the rating period. This activity could affect the behavior of the viewing audience by making the estimates higher than they would have been if no promotional activity had been conducted during this survey period.

The purpose of this notice is to call attention to the text of the FTC Guidelines and to call attention to report users where there is a possibility that some kind of hypoing might have been conducted during the survey period by one or more stations reported in the market.

Relating to On-Air Survey Announcements . . . the NAB is "CONCERNED WITH THE EFFECTS of the practice, engaged by some stations of exhorting the public to cooperate with . . . rating surveys in process."

. . . The EMRC opposes "any attempt by stations to exhort the public to cooperate with . . . audience measurement services whether over the air or by any other means, and recommends to syndicated audience measurement services that the practice be discouraged because of its possible biasing effects." The EMRC

has amended its minimum standards to define On-Air Survey Announcements as "Hypoing."

. . . The AAAA "opposes any attempt by any medium to exhort the public to cooperate with any audience measurement surveys by calling attention to such research by any means."

. . . The Television Advisory Council has also stated its opposition to On-Air Survey Announcements.

# Special Notices

## 1. Notices in this column are of a specific nature, applying only to this Television Market Report.

The information appearing on this page related to Technical Difficulties is furnished solely for the use of Arbitron clients in making their own evaluation of the audience estimates reported. Such occurrences may have had an effect on viewing or the recording thereof and Arbitron makes no attempt to assess their impact. For details on the Arbitron policy of reporting Technical Difficulties, see the separate publication provided to all television report subscribers entitled *Description of Methodology*.

Special notices relating to a station appear only in the station's home market report.

## 2. The following notices are of a general nature, applying to the methods and procedures used in all Television Market Reports.

The following changes in methodology and report contents are implemented with the October 1982 survey:

### METHODOLOGY

1. Weekly ADI Television Household Ratings are reported for all markets which have a 4-week in-tab goal of at least 280 diaries in the ADI. See Page ii.
2. The question of whether a household has a color TV set is no longer asked during the diary placement call or in the diary. Color TV HH estimates for the TSA, ADI and Metro are deleted from Page INT-1.
3. The Expanded Sample Frame (ESF) sample selection technique is now applied to all Metro Rating Areas and ADIs.

### REPORT CONTENTS

1. Page INT-1 is revised to designate all listed stations with a symbol as follows:
  - H = Home Station
  - HN = Non-ADI Station
  - O = Outside Station
2. Subscription Television (STV) broadcasts are reported with the Call Letter of their carrier station for the broadcast day designated by their combined hours of telecast.
3. The daypart Sunday-Saturday 11:00-11:30PM, Eastern and Pacific time zone markets, and 10:00PM-10:30PM, Central and Mountain time zone markets are added to the Daypart Audience Estimates Summary Section.
4. Half-hour by half-hour audience estimates are added to the Monday-Friday Time Period Average Estimates Section from 8:00PM to 11:00PM, Eastern and Pacific time zone markets, and from 7:00PM to 10:00PM, Central and Mountain time zone markets.
5. In the Program Audience Estimates Section and in the Program Title Index and ADI Trend Estimates Section S-2 satellite station audience estimates are not included with the parent station's audience estimates unless the S-2 satellite telecast the same program (SP) as the parent.

# ADI Market Data

## Group Quarters

The total population estimates provided by Market Statistics, Inc. within this ADI, include populations residing in military, college or university, and identifiable or known other group quarters. The MSI estimates of the percent of population in group quarters as of January 1, 1983 are shown below.

For further information on MSI's group quarters population data, contact Market Statistics Inc., 633 Third Avenue, New York, New York, 10017 (212) 986-4800.

## Grocery Stores

The number of chain and independent stores within the ADI is furnished by Progressive Grocer Co. Information is current to September 1982. A chain company is defined as an operator of 11 or more retail stores. Supermarket, superette and convenience store chains are included. Progressive Grocer defines a supermarket as any grocery store with an annual sales volume of \$2,000,000 or more, and a superette as any grocery store with sales from \$500,000 to \$2,000,000 per year. It defines a convenience store as a small compact, self-service store, open long hours and featuring a limited line of brands and sizes, with an annual sales volume of about \$312,000. For further information, contact: Trade Access Group — Progressive Grocer Co. 708 Third Avenue, New York, New York 10017, (212) 490-1000.

## Magazines/Newspapers

Magazine circulation in this report was furnished by the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, Illinois 60195. Figures are the latest paid circulation available for a single issue.

Newspaper circulation in this report was furnished by the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, Illinois 60195. Circulation figures represent approximate averages of paid circulation for the period covered by the latest available Audit Report. Combined circulation for AM newspapers that publish updated editions throughout the day are reported under the AM column, and are indicated \*\* in the PM column.

## Sales Data

Effective Buying Income, Total Retail Sales and seven categories of store sales have been compiled by Market Statistics, Inc., furnished to Arbitron. These data, based on Sales and Marketing Management's 1982 Survey of Buying Power updated to January 1982, were rearranged according to Arbitron's 1982-83 ADI definitions. For further information on MSI's demographic and socioeconomic data, contact: Sales Management, 633 Third Avenue, New York, New York 10017, (212) 986-4800.

## Census Data

Market Statistics, Inc. has furnished the following items to Arbitron on a county level. Arbitron has accumulated this information to conform with the 1982-83 ADI definitions.

Item	Source
Years School Completed	(1980 Census Data not yet available)
Value of Owner-Occupied Housing Units	1980 Census Data
Income by Households	1970 Census Data updated to January 1, 1982.
Occupation	(1980 Census Data not yet available)
Seasonal Households in ADI	(1980 Census Data not yet available)
Farm Residents	(1980 Census Data not yet available)
Households by Car Ownership	1970 Census Data updated to January 1, 1982.
Transportation to Work	(1980 Census Data not yet available)

For further information, contact Market Statistics, Inc., 633 Third Avenue, New York, New York 10017, (212) 986-4800.

The not yet available 1980 Census information is expected to be available in late 1982. Until that time the symbol NA will appear in place of data.

## Passenger Car Registrations

ADI Share of New Private Passenger Car Registration is supplied by the Motor Statistical Division of R.L. Polk and Co. Polk prepares monthly reports (actual census) of new cars registered in each state Fleet, other commercial or government registrations are not included. Figures shown are for the first three quarters of the 1982 model year (Car registration information for the state of OK is not available.)

Further automotive statistical information may be obtained from the Motor Statistical Division, R.L. Polk and Co., Polk Building, 433 Howard Street, Detroit, Michigan 48231, (313) 961-9470.

## Chain Drug Stores

MMS, Inc. has furnished Arbitron with Chain Drug Store information current to September 1982. MMS, Inc. defines a chain drug company as one having four or more stores.

Further information regarding chain drug stores may be obtained from MMS, Inc., 541 North Fairbanks Court, Suite 1910, Chicago, Illinois 60611, (312) 467-9500.



# Daypart Audience Estimates Summary

## Explanation

Day	Eastern	Central	Mountain	Pacific
Monday-Friday	7:00AM-9:00AM	7:00AM-9:00AM	6:00AM-9:00AM	7:00AM-9:00AM
Monday-Friday	9:00AM-4:30PM	9:00AM-3:30PM	9:00AM-3:30PM	9:00AM-4:30PM
Monday-Friday	9:00AM-Noon	9:00AM-Noon	9:00AM-Noon	9:00AM-Noon
Monday-Friday	Noon-4:30PM	Noon-3:30PM	Noon-3:30PM	Noon-4:30PM
Monday-Friday	3:00PM-6:00PM	3:00PM-6:00PM	3:00PM-6:00PM	3:00PM-6:00PM
Monday-Friday	4:30PM-6:00PM	3:30PM-5:00PM	3:30PM-5:00PM	4:30PM-6:00PM
Monday-Friday	4:30PM-7:30PM	3:30PM-6:30PM	3:30PM-6:30PM	4:30PM-7:30PM
Monday-Friday	6:00PM-7:30PM	5:00PM-6:30PM	5:00PM-6:30PM	6:00PM-7:30PM
Monday-Friday	6:00PM-8:00PM	5:00PM-7:00PM	5:00PM-7:00PM	6:00PM-8:00PM
Monday-Friday	7:00PM-7:30PM	6:00PM-6:30PM	6:00PM-6:30PM	7:00PM-7:30PM
Monday-Friday	7:30PM-8:00PM	6:30PM-7:00PM	6:30PM-7:00PM	7:30PM-8:00PM
Monday-Friday	8:00PM-11:00PM	7:00PM-10:00PM	7:00PM-10:00PM	8:00PM-11:00PM
Monday-Friday	11:00PM-11:30PM	10:00PM-10:30PM	10:00PM-10:30PM	11:00PM-11:30PM
Monday-Friday	11:30PM-1:00AM	10:30PM-Midnight	10:30PM-Midnight	11:30PM-1:00AM
Saturday	8:00AM-1:00PM	7:00AM-Noon	6:00AM-Noon	7:00AM-Noon
Saturday & Sunday	1:00PM-5:00PM	1:00PM-4:00PM	1:00PM-4:00PM	1:00PM-5:00PM
Saturday & Sunday	11:00PM-11:30PM	10:00PM-10:30PM	10:00PM-10:30PM	11:00PM-11:30PM
Monday-Saturday & Sunday	8:00PM-11:00PM	7:00PM-10:00PM	7:00PM-10:00PM	8:00PM-11:00PM
Monday-Saturday & Sunday	7:00PM-11:00PM	6:00PM-10:00PM	6:00PM-10:00PM	7:00PM-11:00PM
Sunday-Saturday	9:00AM-Midnight	9:00AM-Midnight	9:00AM-Midnight	9:00AM-Midnight
Sunday-Saturday	11:00PM-11:30PM	10:00PM-10:30PM	10:00PM-10:30PM	11:00PM-11:30PM
Sign-On/Sign-Off	6:00AM-2:00AM	6:00AM-2:00AM	6:00AM-2:00AM	6:00AM-2:00AM

**1▶** Audience Estimates are reported for 21 dayparts. The daypart groupings in Central & Mountain time zone markets vary slightly from those in the Eastern and Pacific time zones to represent those times that are normally devoted to network and local programming.

**2▶** Stations are reported in each daypart in which they were on the air for one or more quarter-hours. Stations are listed in the same sequence as they appear on INT-1.

**3▶** The asterisk (\*) denotes stations which were on the air for fewer quarter-hours during this daypart than the station telecasting the most quarter-hours. Average quarter-hour estimates for an individual station are based on only those quarter-hours the station was telecasting.

**4▶** Stations with S-1 Satellites are denoted by a "+" following the call letters. Stations with S-2 Satellites have two lines of estimates. The first line is for the parent alone, the second line, with a "+" following the call letters, reports combined estimates for the parent and satellite.

**5▶** ADI and Metro television household estimates are expressed in terms of ratings. A television household rating is the estimate of the number of households which

viewed a particular station during an average quarter-hour of the daypart, expressed as a percentage (X100) of the total television households in the reported area. A television household rating of 1, therefore, means that an estimated 1% of all television households in the ADI or Metro survey area viewed that station during an average quarter-hour of the daypart. Ratings are reported to the nearest whole number. Ratings lower than .5 are not reported. A blank does not indicate that no viewing took place.

**6▶** Households Using Television (HUT) is reported for Metro and ADI. HUT is the estimated number of television households viewing all television stations during an average quarter-hour of the daypart, expressed as a percentage (X100) of the television households in the Metro or ADI survey area.

The figure represents unduplicated households because multi-set households in which viewers may have been watching more than one station simultaneously are counted only once, regardless of the number of sets in use. HUT also includes viewing to stations whose audiences were too small to meet minimum reporting standards, and unidentified viewing. Because of these conditions, the HUT estimate may differ from the sum of the individual station ratings reported for the time period.



# Daypart Audience Estimates Summary

## Daypart Audience Estimates Summary

DAY-PART AND STATION	TSA (000's)		CUMES (000's)				ADI RATINGS																			PERCENT DISTRIBUTION						TV HH RTGS IN ADJACENT ADI'S					
	CHILDREN		TSA				ADI TV HH	PERSONS						WOMEN						WKG WMN	MEN					TNS TOT	CHILD		METRO	HOME ADI	ADJACENT ADI'S			ADJACENT ADI'S			
	2-11	6-11	TV HH	WMN TOT	WMN 18-49	MEN TOT		TOT 2+	18+	18-49	12-24	12-34	18-34	TOT 18+	18-49	12-24	18-34	25-49	25-54		TOT 18+	18-49	18-34	25-49	25-54		12-17	2-11			6-11	#1	#2	#3	#1	#2	#3
	31	32	111	118	124	125	105	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	62	65	66	67	68	70	71	72	
MON-FRI 7.00A-9.00A																																					
WAAA	1		26	21	10	12	25	1	1	1			2	1		1	1	2	1	1		1	1				39	99									
WAAA+	1							3	4	2	1	1	2	3		3	4	4	1	2	1	1	1	1			17	96	3								
WEEE	1	1	54	47	21	25	51	2	3	1	1	1	3	2		1	2	3	2	2	1	1	1	2	1		1	56	99								
WEEE+	1	1						2	3	2	1	1	4	2		1	3	3	3	2	1	1	1	2	1		1	50	99								
WGGG	6	3	41	25	12	11	40	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1		4	3	53	99	1								
WGGG+	9	4						2	1	1		1	2	1		1	1	1	1	1				1	6	4	36	98	1	1							
*WKKK	6	1	5	1		1	5	1																	4	1	89	99									
TOT/PVT	17	6	124	108	34	39	98	8	9	5	3	4	5	12	7	2	7	9	10	8	6	3	2	3	4	3	10	6	37	98	1						
9.00A-3.30P																																					
WAAA	1		92	81	42	40	91	1	2	1	1	1	2	2	1	2	2	2	1	1	1	1	1				56	99									
WAAA+	1							3	3	2	1	1	2	5	3	2	3	3	3	2	1	1	1	1	1	1	1	27	94	4							
*WEEE	4	1	132	113	56	50	122	2	2	2	2	2	2	4	3	3	4	3	3	1	1	1	1	1	1	1	3	1	56	96		1	3				
*WEEE+	5	2						3	3	2	2	2	4	4	3	4	4	4	1	1	1	1	1	1	1	3	1	50	97		1	2					
WGGG	1		118	107	37	47	115	2	2	2	1	1	2	4	3	1	3	3	3	2	1	1	1	1		1	1	53	99	1							
WGGG+	1							3	3	2	1	2	2	5	4	2	4	5	4	2	1	1	1	1	1	1	1	39	99	1							
WKKK	2		5	1			5																				77	99									
TOT/PVT	9	2	222	218			172	9	11	8	5	8	16	13	8	13	13	13	6	4	3	3	3	3	3	6	3	39	97	2							

ADJACENT ADI # 1 - HER CITY  
 ADJACENT ADI # 2 - HIS CITY  
 ADJACENT ADI # 3 - THEIR CITY

All call letters beginning with a "V" are cable program satellite services and may be carried on multiple cable systems. See Page INT-1.

## Demographic Characteristics Explanation (continued)

- 7**▶ The Share of Audience is that percentage of the total viewing station households, or HUT, in the ADI or Metro, viewing one particular station during a given daypart. The share is found by dividing the station's rating by the HUT. In the daypart summary section this calculation uses unrounded ratings and HUTs. For this reason, reported shares may differ slightly than shares calculated from the rounded ratings and HUTs. Because shares are based on HUT, which represents unduplicated households, it is possible that the sum of the shares reported may exceed 100%.
- 8**▶ The ADI share of audience and HUT from the preceding four sweeps.  
Double asterisks (\*\*) indicate that no trend data are available. A blank indicates that the rating was too low to produce a share estimate. In non-sweep reports, one-year ago trends will replace July trends.
- 9**▶ TSA Television Household estimates are expressed in terms of television household projections. The projection is reported to the nearest thousand (000) and represents the estimated number of television households in the TSA which viewed that station during an average quarter-hour of the daypart. Projections lower than 500 are not reported. A blank does not imply that no viewing took place.
- 10**▶ The total of average quarter-hour TV household projections for reported stations in the daypart is summed from the rounded station estimates. Totals include duplicated households because multi-set households viewing more than one station simultaneously are credited to each station.
- 11**▶ For the TSA, estimates of persons viewing are reported as demographic projections. Estimates of persons of a specific sex/age group viewing during an average quarter-hour are projected and rounded to the nearest thousand (000). The total number of persons in the sex/age group viewing all reported stations during the daypart is reported on the HUT/TOT line.
- 12**▶ Women 18 years and older who work 30 or more hours per week outside the home are considered working women. Information is gathered from the responses to a question in in-tab diaries. The projected number of working women in the sample is reported on page INT-3 for TSA and where applicable, ADI.
- 13**▶ Cume (cumulative) estimates are the number of different television households or the number of different total women, total men, within the TSA which viewed the station at least once for five or more continuous minutes during the reported daypart. Cume estimates are reported also for ADI television households. These are unduplicated estimates because each household or person is counted only once, regardless of the number of times during the week or during the daypart they may have watched. Cume is also referred to as "unduplicated" or "net" audience circulation or reach. Cumes are shown for each station and for the market. Cume estimates are rounded and reported in thousands. Cume audience estimates are not reported for Parent and S-2 Satellite audience estimates.
- 14**▶ Cume estimates of less than 500 are not reported. The blank does not indicate that the station was not viewed.
- 15**▶ Audience composition for the ADI is reported as ratings. These are estimates of the number of viewing persons in a particular sex/age category divided by the total of persons in that sex/age category in TV households and group quarters in the ADI. The resulting percentage is multiplied by 100 and reported as a rating.
- 16**▶ For each ADI sex/age category for which ratings are reported, a persons viewing television (PVT) total is reported. The PVT is the estimate of the number of persons of that sex/age category within the ADI viewing all television reported as a percentage (X100) of the number of persons in that sex/age category in the ADI. This rating estimate includes viewing to both reported and non-reported stations.
- 17**▶ A home station's geographical distribution of viewing households is reported as a percentage that lies within the Metro, ADI and adjacent ADIs 1, 2 and 3. The identity of adjacent ADIs is keyed to the adjacent ADI information provided on page INT-2 of the Market Report and on this page. Percentages are calculated by dividing metro and ADI TVHH projections by the TSA TVHH projections.  
The distribution of home stations' average quarter-hour TSA viewing households in the Metro, Home ADI, and Adjacent ADIs 1, 2 and 3 is reported as a percentage in columns 62, 65, 66, 67, 68. Percents are calculated from unrounded estimates and reported to the nearest whole percent. The highest percent distribution reported for an adjacent ADI is "99."
- 18**▶ Each home station's estimated viewing households during an average quarter-hour of the daypart in counties assigned to adjacent ADIs which are included in the TSA of this market, are reported as a percent (X100) or rating of the total TV households in the respective ADI. Ratings for up to three adjacent ADIs are reported. Each adjacent ADI can be identified by number using the key at the top of page INT-2 of the report and on this page.

Daypart Audience Estimates Summary

DAY-PART AND NETWORK	# OF QTR-HRS TELECAST	ADI TV HH		METRO TV HH		TV HH	TOTAL SURVEY AREA, IN THOUSANDS (000's)																								
		RTG	SH	RTG	SH		PERSONS						WOMEN						WKG WMN 18+	MEN					TEENS TOTAL 12-17						
							TOT 2+	18+	18-49	12-24	12-34	18-34	TOT 18+	18-49	12-24	18-34	25-49	25-54		TOT 18+	18-49	18-34	25-49	25-54							
		5	6	8	9		11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30					
MONDAY-FRIDAY 7.00A-9.00A	ABC 160	5	33	6	51	20	25	23	7	2	4	3	15	5	1	2	4	6	4	8	2	1	2	3	1						
	CBS 160	3	20	3	23	12	20	11	3	1	3	2	7	2	1	2	2	2	1	4	1	1	1	1	1						
	NBC 160	5	34	2	18	21	30	28	9	2	6	5	19	7	1	4	6	8	2	8	3	1	2	3	1						
MONDAY-FRIDAY 9.00A-NOON	ABC 160	5	31	5	39	20	28	20	12	7	11	9	16	11	6	8	6	7	2	4	2	1	1	1	2						
	CBS 202	5	30	5	36	19	21	19	11	3	8	7	17	10	3	7	7	8	3	3	1	1	1	1	1						
	NBC 160	4	34	3	20	16	24	21	7	4	6	5	15	5	2	4	3	4	2	6	2	2	1	2	1						

NETWORK STATIONS INCLUDED IN NETWORK DAY-PART SUMMARY

ABC WEEE WFFF WIII  
 CBS WGGG WHHH WIII  
 NBC WAAA WBBB WCCC WDDD

YOUR CITY

NDP-1

NOVEMBER 1982 NETWORK DAYPART SUMMARY

# Network Daypart Audience Estimates Summary Explanation

Day	Eastern	Central	Mountain	Pacific
Monday-Friday	7:00AM-9:00AM	7:00AM-9:00AM	7:00AM-9:00AM	7:00AM-9:00AM
Monday-Friday	9:00AM-Noon	9:00AM-Noon	9:00AM-Noon	9:00AM-Noon
Monday-Friday	Noon-4:30PM	Noon-3:30PM	Noon-3:30PM	Noon-4:30PM
Monday-Friday	9:00AM-4:30PM	9:00AM-3:30PM	9:00AM-3:30PM	9:00AM-4:30PM
Monday-Friday	4:30PM-6:00PM	3:30PM-5:00PM	3:30PM-5:00PM	4:30PM-6:00PM
Monday-Friday	5:00PM-7:30PM	4:00PM-6:30PM	4:00PM-6:30PM	5:00PM-7:30PM
Monday-Friday	11:00PM-2:00AM	10:00PM-1:00AM	10:00PM-1:00AM	11:00PM-1:00AM
Saturday	8:00AM-1:00PM	7:00AM-Noon	7:00AM-Noon	7:00AM-Noon
Saturday & Sunday	1:00PM-5:00PM	1:00PM-4:00PM	1:00PM-4:00PM	2:00PM-5:00PM
Monday-Saturday & Sunday	8:00PM-11:00PM	7:00PM-10:00PM	7:00PM-10:00PM	8:00PM-11:00PM
Sunday-Saturday	7:00PM-11:00PM	6:00PM-10:00PM	6:00PM-10:00PM	7:00PM-11:00PM
Sunday-Saturday	6:00PM-11:00PM	5:00PM-10:00PM	5:00PM-10:00PM	6:00PM-11:00PM

**1** ▶ Network averages are reported for 11 different dayparts. The daypart groupings differ slightly depending on the time zone of the market to more accurately represent those times that are normally devoted to network programming.

**2** ▶ Totals for each network equal the number of quarter-hours network programming telecast during this daypart by any home station in this market during the survey period. All local and syndicated programming is eliminated in the calculation of the average quarter-hour estimates for the daypart. Stations included in each network's estimates are shown on each page. A blank in the quarter-hours column indicates that no home station telecast any programming for that network during the daypart. If there is no network programming telecast during the daypart, i.e., the column labeled "NO. OF QTR HRS NETWK PROGRAM T'CAST" is blank, all viewing estimates columns will be blank.

**3** ▶ ADI and Metro household estimates are expressed in terms of ratings. A rating is the estimate of the number of households which viewed the network programming during an average quarter-hour of the daypart, expressed as a percentage (X100) of the total television households in the reported household. A Metro household rating of six for Network A, therefore, means that, during an average quarter-hour of that daypart, 6% of all Metro TV households watched Network A.

**4** ▶ Shares of audience are reported for Metro and ADI and represent the percent of all households using television during an average quarter-hour of the daypart that are viewing the particular network. Since shares are reported as whole percents and since multi-set households viewing two or more networks simultaneously are included in the share of each, the total of all shares may exceed 100.

**5** ▶ TSA television household estimates are expressed in terms of television household projections. They are reported to the nearest thousand (000) and represent the estimated number of television households in TSA which viewed that network during an average quarter-hour of the daypart.

**6** ▶ For the TSA, estimates of persons viewing are reported as demographic projections. Estimates of persons of a specific sex/age group viewing during an average quarter-hour are projected and rounded to the nearest thousand (000).

Network Daypart Audience Estimates Summary

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Network Daypart Audience Estimates Summary

DAY-PART AND NETWORK	# QTR-HRS TELECAST	TSA (000's)		ADI RATINGS																								PERCENT DISTRIBUTION					TV HH RTGS IN ADJACENT ADI'S		
		CHILDREN		ADI TV HH		PERSONS						WOMEN						MEN						TEENS TOTAL	CHILD		METRO	HOME ADI	ADJACENT ADI'S						
		2-11	6-11	RTG	SH	TOT	18+	18-49	12-24	12-34	18-34	TOT	18-49	12-24	18-34	25-49	25-54	WKG WMMN 18+	TOT	18-49	18-34	25-49	25-54	12-17	2-11	6-11			#1	#2	#3				
		31	32	5	6	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	62	65	66	67	68	70	71	72	
MONDAY-FRIDAY 7.00A-9.00A	ABC	160	1	1	5	33	2	3	2	1	1	1	4	2		1	3	3	3	2	1	2	1		1	50	99			1					
	CBS	160	9	4	3	20	2	1	1	1	1	2	1		1	1	1	1	1	1	1	1	1	6	4	36	98	1	1						
	NBC	160	1		5	34	3	4	2	1	1	2	5	3		3	4	4	1	2	1	1	1			17	96	3							
MONDAY-FRIDAY 9.00A-NOON	ABC	160	6	2	5	31	3	2	3	3	2	3	4	4	4	5	4	3	2	1	1	1	1	4	2	41	94		2	4					
	CBS	202	1		5	30	2	3	2	1	2	3	4	4	2	5	5	4	2	1	1	1	1	1	1	40	99								
	NBC	160	1		4	24	2	3	2	1	1	2	4	2	2	3	2	2	2	2	1	1	1	1	1	26	95	4		1					

ADJACENT ADI # 1 - HER CITY  
 ADJACENT ADI # 2 - HIS CITY  
 ADJACENT ADI # 3 - THEIR CITY



## Network Daypart Audience Estimates Summary Explanation (continued)

**7▶** A blank in any of the viewing estimates column other than in a daypart in which no network programming was telecast indicates that minimum reporting viewing levels were not attained. Ratings below .5 and projections below 500 are not reported.

**8▶** Women 18 years and older who work 30 or more hours per week outside the home are considered working women. Information is gathered from the response to a question in in-tab diaries. The projected number of working women in the sample is reported on page INT-3 for TSA and where applicable, ADI.

**9▶** Daypart information and quarter-hour totals are reported here from the left-hand page.

**10▶** The last two reported categories of TSA projections, children 2-11 and children 6-11, are reported in columns 31 and 32 of the right-hand page.

**11▶** ADI TVHH ratings and shares are repeated here from Columns 5 and 6 of the left-hand page.

**12▶** Audience composition for the ADI is reported as ratings. These are estimates of the number of viewing persons in a particular sex/age category divided by the total of persons in that sex/age category in TV households and group quarters in the ADI. The resulting percentage is multiplied by 100 and reported as a rating.

**13▶** The geographic distribution of household viewing network programming telecast by home stations during an average quarter-hour of the daypart is reported as the percentage which lie within the Metro, Home ADI, and up to 3 adjacent ADIs.

**14▶** Each home station's estimated viewing households during an average quarter-hour of the daypart in counties assigned to adjacent ADIs which are included in the TSA of this market are reported as a percentage (X100) or rating of the total TV households in the respective ADI. Ratings for up to three adjacent ADIs are reported. Each adjacent ADI can be identified by number using the key at the top of page INT-2 of the report. Total TV households for each adjacent ADI are also provided there.

# Time Period Average Estimates

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## Weekly Program Estimates

## Time Period Average Estimates

DAY AND TIME	STATION	PROGRAM	WEEK-BY-WEEK ADI TV HH RATINGS				ADI TV HH		ADI TV-HH SHARE/HUT TRENDS				METRO TV HH		TOTAL SURVEY AREA, IN THOUSANDS (000's)														
			WK 1	WK 2	WK 3	WK 4	R	S	FEB '78	NOV '77	JUL '77	MAY '77	R	S	PERSONS					WOMEN					MEN				
			1	2	3	4	T	H					T	H	18+	12-24	12-34	TOT 18+	18-49	12-24	18-34	25-49	25-54	WKG WMN 18+	TOT 18+	18-49	18-34	25-49	25-54
			1	2	3	4	5	6	58	59	60	61	8	9	11	13	15	18	18	19	20	21	22	23	24	25	26	27	28
▲ RELATIVE STD-ERR THRESHOLDS (1 SIGMA) 50%			10	8	9	8	2					5		7	8	9	8	6	7	10	8	6	6	6	6	6	8	6	6
MON-FRI 6:00A- 6:30A																													
WAAA	PTL CLUB	WAAA + SATS(SP)	3	1	-	1	1	34	50	50	**	**	1	80	3	3	1	1				1	1	2	1	1	1	1	
WEEE	NIGHTWATCH	WEEE + WFFF(DP)	1	-	-	-	1	59	**	**	**	**	1	30	1	1	1	3	1		1	2	1	2	1	1	1	1	
WGGG	PASTOR STUDY	WGGG + SATS(SP)	1	-	-	-	-	-	-	-	-	-	1	30	2	2	1	1	1		1	1	1	1	1	1	1	1	
HUT/TOTAL			6	2	1	1	2	2	2	1	2	2	2	9	9	2	4	2	2	2	3	1	4	1	1	1	1	1	
6:30A- 7:00A																													
WAAA	PTL CLUB	WAAA + SATS(SP)	2	1	-	1	1	26	25	33	**	**	2	64	4	5	1	2	1		1	2	1	2	2	1	2	2	
WEEE	NIGHTWATCH	WEEE + WFFF(DP)	1	-	-	-	1	46	1	1	1	1	27	1	1	1	5	2		2	3	1	3	2	1	2	2		
WGGG	COUNTRY MRNG	WGGG + SATS(SP)	2	-	1	-	1	21	50	33	**	**	1	21	2	2	3	2	2	1	1	2	1	1	1	2	2		
HUT/TOTAL			9	4	2	2	4	4	3	2	3	2	14	16	2	5	11	6	2	3	5	6	5	5	2	1	2		
7:00A- 7:30A																													
WAAA	TODAY SHOW	WAAA + SATS(SP)	3	1	2	2	2	15	14	17	**	**	2	22	8	9	1	1	6	2	1	3	1	3	1	1	1		
WEEE	GD MORN AMER	WEEE + WFFF(SP)	7	4	4	3	4	33	4	4	4	4	22	17	23	3	5	17	6	2	3	5	7	2	6	2	2		
WGGG	WEEE + WFFF(SP)	WGGG + SATS(SP)	2	6	4	5	4	33	4	4	3	3	6	56	17	21	2	4	13	4	4	5	4	9	2	2	4		
HUT/TOTAL			12	11	10	10	19	17	17	17	17	**	**	22	38	46	65	12	29	35	20	17	23	12	29	17	10	18	
7:00P- 7:30P																													
WAAA	VARIOUS	WAAA + SATS(DP)	8	13	7	11	10	23	20	22	18	25	40	48	14	28	31	16	9	13	11	12	9	17	11	9	8		
WEEE	VARIOUS	WEEE + WFFF(DP)	4	7	9	6	7	17	30	12	28	22	27	38	8	10	18	9	3	2	8	9	2	15	8	5	7		
WGGG	VARIOUS	WGGG + SAT(DP)	12	11	6	7	9	27	12	27	17	15	30	42	15	27	22	12	6	8	11	13	7	20	14	10	10		
HUT/TOTAL			44	44	44	38	42	30	69	50	49	70	52	61	47	87	101	51	28	35	38	44	21	69	41	29	33		
9:30P-10:00P																													
WAAA	VARIOUS	WAAA + SATS(SP)	10	12	11	16	12	22	**	**	**	**	20	36	46	65	12	29	35	20	6	12	17	23	12	29	17	10	
WEEE	VARIOUS	WEEE + WFFF(SP)	17	15	10	17	15	27	**	**	**	**	22	40	58	79	28	48	45	28	16	19	20	24	15	34	23	14	
WGGG	VARIOUS	WGGG + SATS(SP)	12	11	10	10	10	19	**	**	**	**	14	25	41	55	14	28	27	14	5	9	12	14	8	28	20	12	
HUT/TOTAL			56	53	50	58	54	**	**	**	**	**	66	191	268	71	134	147	82	36	51	63	81	46	121	74	43	61	
10:00P-10:30P																													
WAAA	NWESPT 10	WAAA + SATS(SP)	12	16	12	16	14	24	24	25	**	**	22	38	55	80	6	31	45	25	3	15	24	27	13	35	21	13	
WEEE	TV 10 NEWS	WEEE + WFFF(SP)	19	17	12	18	15	27	**	**	**	**	25	45	58	78	15	33	37	22	7	12	17	23	14	42	26	16	
WGGG	10 OCLCK NWS	WGGG + SATS(DP)	7	7	5	7	12	16	16	14	14	26	46	66	93	17	36	48	28	9	16	21	28	16	45	27	15		
HUT/TOTAL			58	57	51	62	57	62	59	54	57	57	205	300	38	98	165	83	18	44	71	88	45	135	74	39	64		
10:30P-11:00P																													
WAAA	TONIGHT SHOW	WAAA + SATS(SP)	7	12	9	13	10	31	31	30	**	**	17	49	39	53	5	21	29	17	2	10	15	18	9	23	16	9	
WEEE	VARIOUS	WEEE + WFFF(SP)	6	6	6	8	6	20	**	**	**	**	10	29	26	29	9	15	14	9	5	6	8	4	15	11	6	8	
WGGG	CBS LT MOVIE	WGGG + SATS(DP)	7	5	4	7	6	18	**	**	**	**	9	25	24	32	5	16	15	10	2	6	9	10	3	17	12	7	
HUT/TOTAL			32	35	28	37	33	40	36	35	35	35	116	165	30	70	86	49	11	28	41	51	25	78	52	32	40		
11:00P-11:30P																													
WAAA	TONIGHT SHOW	WAAA + SATS(SP)	5	8	7	9	7	29	33	33	**	**	12	45	26	34	4	14	18	10	1	6	8	10	6	16	11	7	
HUT/TOTAL			9	13	10	12	11	45	15	11	12	13	12	45	43	62	8	21	35	17	3	9	14	18	10	27	17	11	

YOUR CITY

TPA-1

MON-FRI

NOVEMBER 1982 TIME PERIOD AVERAGES

- STATION DID NOT ACHIEVE A REPORTABLE RATING
- SAMPLE BELOW MINIMUM FOR WEEKLY REPORTING
- \*\* SHARE/HUT TRENDS NOT AVAILABLE
- ‡ TECHNICAL DIFFICULTY
- < M-F PROGRAM AIRED LESS THAN FIVE DAYS
- + COMBINED PARENT/SATELLITE
- ▲ SEE TABLE ON PAGE W

# Time Period Average Estimates Summary Explanation

Day	Time Period Span	Eastern/Pacific	Central	Mountain
Monday-Friday	½ hour	6:00AM-11:00PM	6:00AM-10:00PM	6:00AM-10:00PM
	¼ hour	11:00PM-2:00AM	10:00PM-2:00AM	10:00PM-2:00AM
Monday	½ hour	4:00PM-11:00PM	3:30PM-10:00PM	4:00PM-10:00PM
	¼ hour	11:00PM-2:00AM	10:00PM-2:00AM	10:00PM-2:00AM
Tuesday	½ hour	4:00PM-11:00PM	3:30PM-10:00PM	4:00PM-10:00PM
	¼ hour	11:00PM-2:00AM	10:00PM-2:00AM	10:00PM-2:00AM
Wednesday	½ hour	4:00PM-11:00PM	3:30PM-10:00PM	4:00PM-10:00PM
	¼ hour	11:00PM-2:00AM	10:00PM-2:00AM	10:00PM-2:00AM
Thursday	½ hour	4:00PM-11:00PM	3:30PM-10:00PM	4:00PM-10:00PM
	¼ hour	11:00PM-2:00AM	10:00PM-2:00AM	10:00PM-2:00AM
Friday	½ hour	4:00PM-11:00PM	3:30PM-10:00PM	4:00PM-10:00PM
	¼ hour	11:00PM-2:00AM	10:00PM-2:00AM	10:00PM-2:00AM
Saturday	½ hour	6:00AM-11:00PM	6:00AM-10:00PM	6:00AM-10:00PM
	¼ hour	11:00PM-2:00AM	10:00PM-2:00AM	10:00PM-2:00AM
Sunday	½ hour	6:00AM-11:00PM	6:00AM-10:00PM	6:00AM-10:00PM
	¼ hour	11:00PM-2:00AM	10:00PM-2:00AM	10:00PM-2:00AM

**1▶** Average quarter-hour viewing estimates are reported in the Time Period Averages section by half-hour or quarter-hour time periods. Estimates are reported for Monday-Friday averages followed by daily estimates for Monday-Sunday time periods as reported above.

**2▶** Estimated relative standard error thresholds are reported for each column of ratings and projections. Weekly thresholds are based on two quarter-hour statistical efficiencies; all other thresholds are based on eight quarter-hour statistical efficiencies.

**3▶** A station which qualified for the report is reported in a time period if it was on the air for at least one quarter-hour during one or more weeks of the survey period. Qualified stations are listed in the same sequence as they appear on page INT-1 of the report. Outside stations which qualified as Class II and unqualified home stations are not reported (see Section II).

**4▶** The station call letters are followed by the program title for the first week. If this title is the same for any other week, it is not repeated. Different program titles will appear on succeeding lines, until a title has been listed for each week of the survey.

See Section III, for further explanation of program title procedures. If a station does not provide program title information to Arbitron in time for inclusion in the report, the title NA, for Not Available, is entered for all days, all time periods, and all weeks of the survey period. If

a station reported the occurrence of a technical difficulty during the time period, the symbol "‡" is printed after the title for that week. Further explanation as to the times and type of the technical difficulty can be found on the special notice page of the Market Report.

For further information about Technical Difficulty procedures and policies, see Section III.

**5▶** The symbol "+" after the station call letters with a single line of estimates indicates that reported viewing estimates are the combined estimates of a parent station and one or more S-1 Satellites.

An additional line of audience estimates is reported for home stations with S-2 Satellites. In the title column the parent's call letters, the symbol "+" and the call letters of the S-2 Satellites are followed by either "(SP)" or "(DP)".

(SP) Indicates that for this time period, the parent and satellite showed the same programming.

(DP) Indicates that for this time period, the parent and satellite showed different programming.

In either case, the audience estimates reported on that line are the combined estimates for the time period of both Parent and Satellite.

If a parent has more than one S-2 Satellite, only one line of combined audience estimates are reported. The format is the same as above except that the abbreviation "SATS" is used instead of the S-2 call letters (see Section III, Satellite Station Policy).

# Time Period Average Estimates

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## Time Period Average Estimates

## Station Break Average Estimates

DAY, TIME AND STATION	TSA (000's)														ADI RATINGS										TOTAL SURVEY AREA, IN THOUSANDS (000's)													
	TEENS 12-17	CHILDREN			PERSONS			WOMEN					WKG WMM	MEN					TNS TOT	CHD TOT	ADI TV HH RTG	MET TV HH RTG	TV HH	WOMEN				MEN				CHD TOT 2-11						
		2-11	6-11	18-49	12-24	12-34	TOT 18+	18-49	12-24	18-34	25-49	25-54		18+	TOT 18+	18-49	18-34	25-49						25-54	12-17	2-11	TOT 18+	18-49	18-34	25-49	25-54							
		30	31	32	37	38	39	41	43	44	45	46		47	48	49	50	51						52	53	54	5	8	11	18	19		21	22	25	26	27	28
THRES-25% HOLDS-50%	8	15	12	2	4	2	2	4	10	8	5	4	6	2	3	7	5	4	8	12	2	5	7	6	7	8	6	6	6	8	6	15						
6:00A WAAA WAAA+ WEEE WEEE+ WGGG		1																																				
4 WK WGGG+ H/P/T		1																																				
6:30A WAAA WAAA+ WEEE		1																			1	1	4	2	1	1	2	3	1	1	2	1						
4 WK WEEE+ WGGG WGGG+																																						
9:00P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	6	14	10	5	6	7	8	6	8	9	6	8	5	5	6	5	4	6	8	13	11	50	36	18	11	6	11	17	23	12	11	10	17					
9:30P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	7	4	4	8	5	7	9	9	5	8	10	12	9	8	7	7	9	9	6	12	20	46	35	20	12	23	29	17	10	15	4							
10:00P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	12	8	6	12	8	10	15	13	7	13	15	18	15	13	10	9	12	13	9	19	20	73	60	31	19	36	47	25	13	21	8							
10:30P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	15	9	8	11	10	11	11	12	12	13	11	12	11	9	10	10	11	11	12	15	22	57	45	26	19	24	34	21	14	19	10							
11:00P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	17	11	9	12	11	12	12	13	13	13	13	13	12	10	10	10	12	12	13	16	22	64	50	31	20	27	38	23	15	20	12							
11:30P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	7	7	5	7	5	7	7	6	4	6	7	7	6	8	9	8	9	8	5	7	9	37	30	10	6	13	29	8	13	12	11							
12:00P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	9	8	6	8	8	9	8	8	9	8	8	8	8	7	9	5	2	7	9	9	9	37	30	10	6	13	29	8	13	12	11							
12:30P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	9	8	6	8	8	9	8	8	9	8	8	8	8	7	9	5	2	7	9	9	9	37	30	10	6	13	29	8	13	12	11							
13:00P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	23	34	24	24	25	26	28	25	27	27	26	26	23	23	23	26	22	21	24	45	43	155	123	55	33	38	69	36	29	29	43							
13:30P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	7	4	4	8	5	7	9	9	5	8	10	12	9	8	7	7	9	9	6	12	20	46	35	20	12	23	29	17	10	15	4							
14:00P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	12	8	6	12	8	10	15	13	7	13	15	18	15	13	10	9	12	13	9	19	20	73	60	31	19	36	47	25	13	21	8							
14:30P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	15	9	8	11	10	11	11	12	12	13	11	12	11	9	10	10	11	11	12	15	22	57	45	26	19	24	34	21	14	19	10							
15:00P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	17	11	9	12	11	12	12	13	13	13	13	13	12	10	10	10	12	12	13	16	22	64	50	31	20	27	38	23	15	20	12							
15:30P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	7	7	5	7	5	7	7	6	4	6	7	7	6	8	9	8	9	8	5	10	14	40	26	14	9	14	28	20	12	15	7							
16:00P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	10	9	7	10	8	9	9	8	6	8	9	9	8	10	11	11	12	11	8	13	14	52	35	19	12	18	36	25	15	20	10							
16:30P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	39	28	22	38	30	36	41	41	30	43	44	46	43	37	36	34	40	39	32	54	55	189	145	81	51	81	121	73	43	61	30							
17:00P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	3	2	1	10	2	7	11	11	2	10	14	13	9	9	9	9	12	11	2	13	21	51	41	23	13	27	35	19	13	20	3							
17:30P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	7	2	2	16	4	11	21	18	4	15	23	23	16	16	13	12	17	18	5	22	21	87	75	38	21	48	64	28	18	30	5							
18:00P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	5	3	1	13	7	9	13	14	8	13	15	15	13	13	12	10	13	12	4	16	24	61	46	28	18	27	44	25	15	22	7							
18:30P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	6	5	4	11	6	8	9	9	5	9	10	12	11	12	12	11	14	14	4	17	24	66	50	30	18	28	45	26	15	22	8							
19:00P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	5	4	2	12	6	9	11	12	6	11	12	13	12	12	10	13	13	4	3	9	12	36	25	12	7	9	19	16	4	9	4							
19:30P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	6	4	2	12	7	9	12	12	7	11	13	14	12	13	12	11	14	14	4	12	12	48	34	16	9	12	26	21	6	12	6							
20:00P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	2	2	1	7	2	5	7	7	1	7	9	9	7	6	7	7	9	9	1	56	57	201	159	84	48	88	135	75	39	64	19							
20:30P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	2	2	1	11	4	8	13	12	3	11	14	15	12	11	10	10	12	12	2	12	20	48	38	21	13	18	23	19	9	14	2							
21:00P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	2	2	1	11	4	8	13	12	3	11	14	15	12	11	10	10	12	12	2	21	20	83	73	37	21	30	40	29	15	20	2							
21:30P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	3	2	2	4	4	4	3	4	4	4	4	4	3	4	5	4	5	4	3	12	18	45	30	19	11	8	15	19	6	8	3							
22:00P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	3	2	2	5	4	4	4	4	4	4	4	4	3	4	5	4	5	3	1	12	18	46	31	19	11	9	16	19	6	9	3							
22:30P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	3	2	1	5	2	4	4	4	1	4	6	5	2	5	5	5	6	6	2	6	9	25	18	8	4	4	15	10	6	8	1							
23:00P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	5	1	1	2	3	3	2	2	1	1	3	3	2	2	4	3	2	4	1	9	9	34	24	12	5	8	22	11	1	11								
23:30P WAAA WAAA+ WEEE WEEE+ WGGG WGGG+ H/P/T	3	2	1	4	2	3	3	4	1	3	5	5	2	4	4	4	7	3	1	13	14	52																

## Time Period Average Estimates Explanation (continued)

**6▶** The numbers and symbols in the week by week ADI TVHH ratings columns (#1-4) indicate the viewing levels for the station during the time period, expressed as ratings, and also the week of the survey the program was shown.

A station will have a rating reported for each week it was on the air provided at least a .5 rating was attained. Ratings are estimates of the percentage of television households in the ADI which viewed the station during an average quarter-hour of the time period for the survey week, reported to the nearest whole percent multiplied by 100 to give a whole number. Ratings are reported on the same line as the title of the program which was telecast that week by the station.

A dash in any of the weekly ratings columns indicates that a reportable rating of .5 was not achieved. This does not imply that no viewing occurred.

A blank indicates that the station was off the air for all quarter hours of the time period for that week. If a station was off the air all weeks of the survey, the call letters would not be listed for this time period.

If a station is off the air for one quarter-hour of a half-hour time period, *N.O.A.* is used to denote *Not On Air* and a dash is printed to indicate the week.

If a station telecast two programs during a time period reported by half-hour, the title for the first quarter-hour appears first followed by the second quarter-hour title. In the ratings column for that week, the average quarter-hour ratings for each program are reported in the same column, as shown.

In markets where the ADI 4-week in-tab diary goal is less than 280, weekly ratings are not reported, and are replaced by asterisks in the weekly ratings columns. Weekly titles are reported, and the "\*" is used to denote the week or weeks the program is telecast. Since asterisks are used throughout the weekly programming portion of the Time Period Averages section in place of all ratings, HUTs and dashes, the example given here does not totally reflect the condition.

**7▶** Weekly estimates of the number of Households Using Television (HUT) are reported on the last line of each time period. HUTs are the estimate of the percentage (X100) of all TV households in the ADI viewing all stations, during an average quarter-hour of the time period in the survey week. The figure represents unduplicated households because multi-set households in which viewers may have been watching more than one station simultaneously are counted only once, regardless of the number of sets in use. HUT also includes viewing to stations whose audiences were too small to meet minimum reporting standards, and unidentified viewing. Because of these conditions, the HUT estimate may differ from the sum of the individual station ratings reported for the time period.

**8▶** A four-week average line is reported for all stations which did not telecast the same program during the time period for all weeks of the survey.

**9▶** ADI TV household ratings reported here are averages of the weekly ratings reported on the same line. If the program was telecast two weeks, this rating is the average of the TV households viewing those two weeks.

Also, if a station telecasts different programming one or more weeks, a four-week average rating is reported which estimates the viewing during an average quarter-hour of the time period for all weeks that the station was on the air during the survey period.

A TVHH rating is an estimate of the number of TV households in the ADI that viewed the station during an average quarter-hour of the time period, expressed as a percent of all TV households in the ADI and reported as a whole number. A 17 rating therefore, means 17%.

To arrive at average quarter-hour estimates, all viewing is tallied for each quarter-hour in the time period for the week(s) involved and divided by the total number of quarter-hours tallied, producing an estimate of the viewing audience for an average quarter-hour of the time period.

**10▶** The average HUT for this time period for all weeks of the survey is the average of unrounded weekly HUTs, reported as a whole number. A HUT of 57 means that 57% of the TV households in the ADI viewed television during an average quarter-hour of the time period.



# Time Period Average Estimates

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## Weekly Program Estimates

## Time Period Average Estimates

DAY AND TIME	STATION	PROGRAM	WEEK-BY-WEEK ADI TV HH RATINGS				ADI TV HH		ADI TV HH SHARE/HUT TRENDS				METRO TV HH		TOTAL SURVEY AREA, IN THOUSANDS (000's)																
			WK 1	WK 2	WK 3	WK 4	R T G	S H R	FEB '78	NOV '77	JUL '77	MAY '77	R T G	S H R	TV HH	PERSONS					WOMEN					WKG WMN 18+	MEN				
			1	2	3	4	5	6	58	59	60	61	8	9	11	18+	12-24	12-34	TOT 18+	18-49	12-24	18-34	25-49	25-54	18+	TOT 18+	18-49	18-34	25-49	25-54	
			1	2	3	4	5	6	58	59	60	61	8	9	11	13	15	16	18	19	20	21	22	23	24	25	26	27	28	29	
▲ RELATIVE STD-ERR THRESHOLDS (1 SIGMA) 25% 50%			14	11	13	12	3						8	10	15	18	18	12	13	17	16	11	11	12	12	13	15	11	11		
MONDAY 3:30P- 4:00P																															
	WAAA	LITL RASCALS	1	-	2	-	1	5	**	**	**	**	2	12	4	2	7	7	1	1	3	1	1								
	WAAA	+ SATS(SP)	6	4	3	-	3	18	**	**	**	**	2	12	13	6	13	14	5	4	4	1	3	2	1	1	1	1	1		
	WEEE	A GRIFFITH	5	3	6	5	5	27	**	**	**	**	8	50	20	20	14	16	12	8	6	5	6	3	8	5	1	4	4		
	WEEE	+ WFFF(SP)	5	4	7	6	5	31	**	**	**	**	8	50	22	24	16	18	15	11	8	6	7	3	9	5	1	4	4		
	WGGG	MIKE DOUGLAS	5	7	3	3	5	27	**	**	**	**	6	38	19	20	1	2	14	4	1	2	3	1	5	1	1	2	2		
	WGGG	+ SATS(SP)	7	8	6	7	7	39	**	**	**	**	6	38	28	35	2	11	28	12	1	10	11	8	7	1	1	2	2		
		HUT/TOTAL	21	16	19	15	18		**	**	**	**	17		63	65	31	43	48	27	13	17	20	21	13	17	7	3	5	7	
4:00P- 4:30P																															
	WAAA	LITL RASCALS	3	-	2	2	2	10	26	28	**	**	4	22	7	4	9	10	3	1	3	1	1	1	1	1	1	1	1		
	WAAA	+ SATS(SP)	8	5	5	2	5	24	13	12	10	11	4	22	20	10	15	17	7	4	5	2	3	4	3	2	2	1	1		
	WEEE	LONE RANGER	2	6	4	4	4	20	**	**	**	**	4	26	16	18	9	10	12	9	7	6	4	4	6	6	3	1	2	2	
	WEEE	+ WFFF(SP)	2	7	4	4	5	23	7	5	9	5	4	26	18	19	9	10	13	9	7	6	4	4	6	6	3	1	2	2	
	WGGG	MIKE DOUGLAS	6	7	3	4	5	26	23	16	**	**	7	42	20	22	2	3	16	4	2	3	3	1	6	1	1	1	2		
	WGGG	+ SATS(SP)	9	8	6	9	8	39	10	6	8	6	7	42	23	3	12	33	13	2	10	12	12	8	10	1	1	1	2		
		HUT/TOTAL	49	41	48	30	42		61	54	42	46	38		150	208	29	50	125	39	15	18	31	44	32	84	24	13	20	32	
6:30P- 7:00P																															
	WAAA	BRADY BUNCH	4	6	6	3	5	11	16	14	**	**	7	18	18	15	11	14	9	4	6	3	3	5	3	6	4	2	4	4	
	WAAA	+ SATS(SP)	13	10	12	4	10	24	17	12	12	7	18	39	36	20	26	23	23	9	9	5	7	9	7	13	9	5	7	7	
	WEEE	LIARS CLUB	16	14	17	13	15	36	**	**	**	**	21	51	59	82	13	19	49	15	7	8	11	16	17	32	7	4	6	12	
	WEEE	+ WFFF(SP)	18	15	18	14	16	39	22	20	9	13	21	51	63	91	13	19	55	16	7	8	12	19	19	36	8	4	6	12	
	WGGG	MUPPETS	8	7			8	18					13	32	31	47	8	22	28	13	6	11	8	11	9	19	9	8	9	11	
	WGGG	HEEHAW			7	6	7	16					12	28	27	34	4	10	18	8	4	3	8	12	7	16	5	3	5	8	
		-4 WK AVG-					7	17	20	16	**	**	12	30	29	40	6	16	23	11	5	7	8	11	8	17	7	6	7	10	
	WGGG	+ SATS(SP)	11	10	10	8	9	23	19	14	14	15	12	30	38	54	8	19	32	11	6	8	8	13	10	22	9	8	8	11	
		HUT/TOTAL	48	38	48	33	42		64	58	41	45	41		140	181	41	64	110	36	22	21	27	41	36	71	26	17	21	30	
7:00P- 7:30P																															
	WAAA	HOUSE PRARIE	12	8	10		10	23					18	41	38	49	17	23	32	18	8	6	15	19	13	17	8	6	5	6	
	WAAA	+ SATS(SP)	17	14	17	13	15	36	**	**	**	**	21	51	59	82	13	19	49	15	7	8	11	16	17	32	7	4	6	12	
	WEEE	ALL STR FEUD	20	16	18	29	21	48	35	28	12	18	21	48	82	124	30	51	82	45	16	22	36	43	29	42	17	11	13	18	
	WEEE	+ WFFF(SP)	17				17	32					23	38	67	82	16	34	52	27	8	16	23	26	12	30	11	10	6	9	
	WGGG	SUGAR TIME		12			12	33					17	47	47	60	27	49	37	26	18	21	17	21	18	23	18	14	15	16	
	WGGG	+ SATS(SP)	18	1	9	4	11	25	13	14	11	10	14	31	42	51	19	31	31	19	12	14	12	15	11	20	10	7	7	9	
		-4WK AVG-					10	23	**	**	**	**	14	31	39	47	17	29	29	18	10	13	12	15	11	18	9	6	7	8	
		HUT/TOTAL	53	36	40	45	44		71	66	46	49	45		160	220	62	99	144	74	37	42	54	67	46	76	34	22	24	32	

YOUR CITY

TPA-9

MONDAY

NOVEMBER 1982 TIME PERIOD AVERAGES

- \* SAMPLE BELOW MINIMUM FOR WEEKLY REPORTING
- \*\* SHARE/HUT TRENDS NOT AVAILABLE
- ‡ TECHNICAL DIFFICULTY
- + COMBINED PARENT/SATELLITE
- ▲ SEE TABLE ON PAGE IV

## Time Period Average Estimates Explanation (continued)

**11▶** Shares in the Time Period Averages section are calculated using the rounded rating and HUT reported for that time period. The rating divided by the HUT equals the Share, thus the Share expresses the estimated percentage of the *viewing* households which viewed a particular station during an average quarter-hour of the daypart for the week(s) the program was telecast or the weeks of the survey the station was on the air.

**12▶** Metro ratings, Shares and HUT are estimates of viewing in Metro TV households only. In non-ADI markets with a home-county rating area, the Metro estimates are for the home county. In multi-metro markets, the TV household ratings for Metro 2 are reported in the Shares column, and Shares are not reported.

For an explanation of TV household ratings, Shares and HUT, see 9, 10, 11 above.

**13▶** A blank in either the ADI or Metro TV household columns indicate that a minimum reportable rating of .5 was not attained. It does not imply that no viewing occurred.

In markets which do not qualify for weekly ratings, TV household ratings based on one week of viewing will be left blank. This does not indicate that a reportable rating was not attained.

**14▶** Station Shares of HUT and HUTs are reported for four previous surveys, and provide seasonal viewing trends for that station in the time period. Share trends are reported for four-week estimates only and are reported on the same line with the four-week TV household rating and share for the current survey. They reflect the time period regardless of the programming and take into account the changing HUT levels, which vary from survey period to survey period. A blank indicates that the station was not on the air. A double asterisk (\*\*) indicates that share trends are not available.

In November reports, for the 33 October measured markets, October trends will replace July trends. In February reports, for the 22 January measured markets, January trends will replace July trends. In non-sweep reports, one-year ago trends will replace July trends.

**15▶** Viewing estimates for the Total Survey Area are reported as projections, rounded to thousands. Projections are estimates of the number of TV households or persons in the TSA viewing a reported station.

**16▶** The total of households viewing reportable stations during an average quarter-hour of the time period is reported on the HUT/Total Line. It is the sum of the four-week TV household projections for each reported station and does not include viewing to non-reported stations.

**17▶** The projected total of the number of persons in the sex-age group which are viewing reported stations during an average quarter-hour of the time period is the sum of the four-week projections to each station. Persons viewing non-reported stations are not included in the total.

**18▶** TSA Projections and ADI Ratings based on one week of the viewing are reported for TV households and all demographic groups (this market is ranked in the top 15 group).

**19▶** Except as noted in 18 above, blank in a TSA demographic projections column or ADI demographic ratings column indicates that a minimum reportable projection of 500 or rating of .5 was not attained for that sex-age group. It does not imply that no viewing took place.

Time Period Average Estimates

Station Break Average Estimates

DAY, TIME AND STATION	TSA (000's)																	ADI RATINGS										TIME		TOTAL SURVEY AREA, IN THOUSANDS (000's)																
	TEENS TOTAL			CHILDREN			PERSONS			WOMEN					MEN					TNS TOT	CHD TOT	ADI TV HH RTG	MET TV HH RTG	TV HH	WOMEN				MEN				CHD TOT													
	12-17	2-11	6-11	18-49	12-24	12-34	TOT 18+	18-49	12-24	18-34	25-49	25-54	18+	TOT 18+	18-49	18-34	25-49	25-54	12-17	2-11	5	8	11	TOT 18+	18-49	18-34	25-49	TOT 18+	18-49	18-34	25-49	2-11														
	30	31	32	37	38	39	41	42	43	44	45	46	47	48	49	50	51	52	53	54	5	8	11	18	19	21	22	25	26	27	28	31														
THRES-25% HOLDS 50%	15	28	22	4	8	5	4	7	16	14	9	7	12	4	7	12	9	7	15	23	3	8	10	12	13	16	11	12	13	15	11	28	-	2	2	3	3	4	2	3	3	4	2	2	8	
MON																																														
3:30P-WAAA	7	3	2		3	2		1	3		1								5	2	3	1	2	1	1								1	1	1	2	1	1	1	1	1	1	1	1	1	1
WAAA+	12	6	4	1	5	3	1	2	3	1	2	2	1	1	1	1	1	1	9	4	3	1	11	6	4	1	3	1	1	1	1	1	3	3	1	11	6	4	1	3	1	1	1	1	1	3
WEEE	10	7	5	3	5	4	3	3	4	3	3	3	2	2	1	2	2	2	8	4	4	7	16	12	7	3	5	8	3	1	1	4	3	4	7	16	12	7	3	5	8	3	1	1	4	3
WEEE+	10	10	8	3	6	4	4	5	6	5	4	3	2	2	1	2	2	2	8	7	5	7	20	16	9	5	6	9	3	1	1	4	5	5	7	20	16	9	5	6	9	3	1	1	4	5
WGGG				1	3	2	1	1	2	1	1	2	1	1	1	1	1	1	1	1	5	7	20	14	4	1	3	5	2	1	1	1	1	5	7	20	14	4	1	3	5	2	1	1	1	1
WGGG+				3	1	3	7	5	1	7	6	6	2	2	2	2	2	2	1	1	7	7	26	22	9	6	11	7	3	1	1	1	1	7	7	26	22	9	6	11	7	3	1	1	1	1
H/P/T	22	16	12	8	12	11	13	12	10	13	13	12	11	5	3	3	3	4	17	12	17	15	57	44	22	12	20	17	7	3	5	9	17	15	57	44	22	12	20	17	7	3	5	9		
4:00P-WAAA	8	8	7	1	3	2	1	1	2	1	1	1	1	1	1	1	1	7	6	4	3	3	2	2	1	1	1	1	1	1	1	6	2	3	3	2	2	1	1	1	1	1	1	1	6	
WAAA+	13	13	9	1	6	4	2	2	4	1	2	2	2	2	1	1	1	10	8	4	3	3	6	4	2	3	2	1	1	1	1	8	4	3	3	6	4	2	3	2	1	1	1	1	8	
WEEE	3	9	7	3	3	2	3	4	5	4	2	2	5	2	1	1	1	2	6	4	6	18	12	9	5	4	6	4	1	1	1	6	4	6	18	12	9	5	4	6	4	1	1	1	6	
WEEE+	3	13	9	3	3	2	3	4	5	4	2	2	5	2	1	1	1	2	9	5	6	20	14	10	6	4	6	4	1	1	1	9	5	6	20	14	10	6	4	6	4	1	1	1	9	
WGGG				1	1	1	4	2	2	2	2	2	2	2	2	2	2	1	1	5	6	19	15	4	2	3	6	4	1	1	1	1	5	6	19	15	4	2	3	6	4	1	1	1	1	
WAAA+	2	1	1	3	1	2	4	3	1	2	2	2	2	2	2	2	2	1	1	11	19	52	41	16	8	13	29	10	5	1	1	11	19	52	41	16	8	13	29	10	5	1	1			
WEEE	9	8	5	6	6	6	13	8	7	6	8	9	13	8	4	4	4	7	6	13	19	56	46	16	8	13	32	10	5	7	7	13	19	56	46	16	8	13	32	10	5	7	7			
WEEE+	9	8	5	6	6	6	14	8	7	6	8	10	15	9	4	4	4	7	6	6	6	29	20	5	2	4	18	2	1	3	3	6	6	29	20	5	2	4	18	2	1	3	3			
WGGG	1	1	1	2	1	1	5	2	1	1	2	3	2	5	1	1	2	1	1	10	6	38	32	10	8	5	24	5	2	4	2	10	6	38	32	10	8	5	24	5	2	4	2			
WGGG+	4	3	3	2	2	2	7	2	2	1	3	4	3	7	2	2	2	3	2	4	3	3	3	2	2	3	3	2	4	4	2	2	4	3	3	3	2	2	3	3	2	4	4	2	2	
H/P/T	18	12	9	16	13	14	34	19	13	15	21	24	26	25	13	14	15	18	14	9	38	34	136	110	28	20	28	84	24	13	20	11	38	34	136	110	28	20	28	84	24	13	20	11		
6:30P-WAAA	9	6	6	2	4	3	2	2	4	2	2	3	2	2	1	3	2	6	4	5	9	19	12	6	3	3	6	5	2	4	4	5	9	19	12	6	3	3	6	5	2	4	4			
WAAA+	16	11	8	4	7	6	5	4	6	3	4	5	5	3	4	4	4	11	7	11	9	43	29	11	5	7	13	9	5	7	6	11	9	43	29	11	5	7	13	9	5	7	6			
WEEE	8	6	3	5	5	5	12	7	6	5	7	8	13	9	3	3	4	6	4	15	21	60	51	17	8	11	32	8	4	6	7	15	21	60	51	17	8	11	32	8	4	6	7			
WEEE+	8	8	5	5	5	5	13	7	6	5	7	9	15	10	3	3	4	6	5	16	21	65	56	17	8	12	36	8	4	6	8	16	21	65	56	17	8	12	36	8	4	6	8			
WGGG	2	20	13	5	3	5	6	6	5	8	5	6	7	5	4	6	5	6	2	13	7	9	27	22	7	4	8	17	5	6	7	9	7	9	27	22	7	4	8	17	5	6	7	9		
WGGG+	4	16	11	2	1	2	4	3	3	2	4	6	5	4	2	2	3	4	3	9	9	9	37	31	8	4	8	22	8	8	8	13	9	9	37	31	8	4	8	22	8	8	8	13		
4 WK WGGG+	3	18	12	4	2	4	5	4	4	5	6	6	5	3	4	5	2	11	12	9	9	37	31	8	4	8	22	8	8	8	13	9	9	37	31	8	4	8	22	8	8	8	13			
H/P/T	28	39	27	19	17	20	34	23	18	22	26	29	36	24	15	15	18	21	21	25	42	39	145	116	36	17	27	71	25	17	21	27	42	39	145	116	36	17	27	71	25	17	21	27		
7:00P-WAAA	12	14	14	6	7	6	8	8	6	4	9	10	10	5	3	4	3	9	9	9	14	33	26	14	6	19	25	8	8	17	9	9	14	33	26	14	6	19	25	8	8	17	9			
4 WK WAAA	10	12	12	8	7	7	11	10	7	6	12	12	13	8	5	6	5	6	8	15	14	61	52	27	14	36	42	13	11	17	16	15	14	61	52	27	14	36	42	13	11	17	16			
WAAA+	17	20	14	13	10	11	20	19	12	15	21	21	21	11	7	7	9	11	12	15	14	61	52	27	14	36	42	13	11	17	16	15	14	61	52	27	14	36	42	13	11	17	16			
WEEE	7	28	2	8	6	8	12	12	6	11	14	13	9	8	5	7	4	6	18	12	17	49	39	17	10	12	18	8	7	7	11	12	17	49	39	17	10	12	18	8	7	7	11			
4 WK WEEE+	15	22	12	9	10	12	9	11	14	10	10	14	6	7	9	9	7	12	15	13	17	53	43	17	11	12	20	9	7	7	12	13	17	53	43	17	11	12	20	9	7	7	12			
WEEE+	7	8	4	3	5	4	3	4	6	3	3	6	2	2	1	2	2	6	5	10	17	49	39	17	10	12	18	8	7	7	11	10	17	49	39	17	10	12	18	8	7	7	11			
4 WK WEEE+	10	17	6	6	7	7	8	8	9	10	7	7	9	5	4	4	4	8	11	13	17	53	43	17	11	12	20	9	7	7	12	13	17	53	43	17	11	12	20	9	7	7	12			
WGGG	3	3	1	1	1	5	2	3	1	2	2	1	1	1	1	1	2	2	2	7	7	27	22	7	4	8	17	5	6	7	9	7	7	27	22	7	4	8	17	5	6	7	9			
4 WK WGGG+	4	5	1	3	5	4	5	4	7	6	1	2	6	3	2	3	2	3	3	10	17	49	39	17	10	12	18	8	7	7	11	10	17	49	39	17	10	12	18	8	7	7	11			
H/P/T	34	50	30	25	25	25	38	34	29	32	35	36	41	23	16	17	15	17	26	32	43	42	151	127	55	32	56	29				44	43	42	151	127	55	32	56	29				44		
7:30P-WAAA	12	12	12	5	7	5	8	8	6	4	9	10	10	4	2	3	2	9	8	12	21	4																								

## Time Period Average Estimates Explanation (continued)

**20** ▶ ADI Audience Composition is reported as ratings. These are estimates of the number of viewing persons in a particular sex-age category divided by the total persons in that category within the ADI. The result is reported as a rating, which is the percentage multiplied by 100 to give a whole number.

**21** ▶ The total persons in the sex-age group viewing television during an average quarter-hour of time period is reported as a rating on the HUT/PVT/TOT line. This *Persons Viewing Television* rating includes viewing to all stations for all quarter-hours of the time period, and may be greater than the sum of the ratings to reported stations in the time period.

**22** ▶ **Station Break Averages**/Four-week average estimates are provided showing audience size and composition at station breaks falling between regular reported time periods. Audience figures for the station break times are averages of the estimates for the preceding and following quarter-hour segments. They are estimates of viewing to the station during the station break time for the entire survey period, regardless of programming, unless the station was off the air.

**23** ▶ The time periods reported are the same as those reported for the Weekly Averages. Station break averages are reported in 15-minute intervals for those time periods reported by quarter-hour. No station break averages are reported for 2:00AM or 6:00AM as viewing data is not captured in the diaries for 2:00-2:15AM and 5:45-6:00AM.

**24** ▶ Metro and ADI ratings and HUTs are reported for each Station Break Averages time period. In the example shown, 54% of the TV households in the ADI viewed television during an average quarter-hour of the time period from 9:15PM to 9:45PM.

**25** ▶ TSA Audience Composition is reported as projections of TV households and persons viewing reported stations. Projection totals for each category are reported on the HUT/PVT/TOT line for each time period. Totals reflect only the viewing to reported stations.

**26** ▶ New Monday-Friday Station Break Average time periods have been added. They will not contain program title information because Monday-Friday titles vary.

# ADI People Share Trend Estimates

## ADI People Share Trend Estimates

DAY AND TIME STATION PROGRAM		TV HH					WOMEN 18+					WOMEN 18-49					WOMEN 25-54					MEN 18+					MEN 18-49										
		CURRENT SURVEY		SHARE/HUT TRENDS			CURRENT SURVEY		SHARE/PVT TRENDS			CURRENT SURVEY		SHARE/PVT TRENDS			CURRENT SURVEY		SHARE/PVT TRENDS			CURRENT SURVEY		SHARE/PVT TRENDS			CURRENT SURVEY		SHARE/PVT TRENDS								
		RTG	SH	FEB '78	NOV '77	JUL '77	MAY '77	RTG	SH	FEB '78	NOV '77	JUL '77	MAY '77	RTG	SH	FEB '78	NOV '77	JUL '77	MAY '77	RTG	SH	FEB '78	NOV '77	JUL '77	MAY '77	RTG	SH	FEB '78	NOV '77	JUL '77	MAY '77	RTG	SH	FEB '78	NOV '77	JUL '77	MAY '77
MON-FRI 4:00P- 4:30P		5	6	58	59	60	61	41	74	79	80	81	82	42	75	83	84	85	86	48	76	87	88	89	90	48	77	91	92	93	94	49	78	95	96	97	98
WAAA LITL RASCALS		4	16	26	28	**	**	1	9	27	29	**	**	1	12	28	30	**	**	2	14	29	31	**	**	1	12	30	32	**	**	1	21	31	33	**	**
WAAA + SATS		6	29	13	11	12	12	2	17	14	12	13	13	3	20	15	13	14	14	3	22	16	14	15	15	1	24	17	15	16	16	2	42	18	16	17	17
WEEE LONE RANGER		5	24	**	**	**	**	3	20	**	**	**	**	3	24	**	**	**	**	2	18	**	**	**	**	2	28	**	**	**	**	1	30	**	**	**	**
WEEE + WFFF		6	27	7	6	7	6	3	23	8	7	8	7	3	26	9	8	9	8	2	20	10	9	10	9	2	32	11	10	11	10	2	33	12	11	12	11
WGGG MIKE DOUGLAS		4	21	24	16	**	**	3	24	25	17	**	**	2	14	26	18	**	**	2	16	27	19	**	**	2	28	28	20	**	**	1	14	29	21	**	**
WGGG + SATS		7	31	10	7	8	6	6	47	11	8	9	7	5	39	12	9	10	8	6	47	13	10	11	9	2	40	14	11	12	10	1	19	15	12	13	11
HUT/PVT		22		34	25	31	26	13		35	26	32	27	13		36	27	33	28	12		37	28	34	29	6		38	29	35	30	5		39	30	36	31
4:30P- 5:00P																																					
WAAA EMERGENCY 1		4	16	18	21	**	**	2	16	19	22	**	**	3	19	20	23	**	**	3	21	21	24	**	**	1	19	22	25	**	**	1	24	23	26	**	**
WAAA + SATS		6	26	12	10	9	10	4	25	13	11	10	11	4	27	14	12	11	12	4	29	15	13	12	13	2	24	16	14	13	14	2	29	17	15	14	15
WEEE MY 3 SONS		6	25	**	**	**	**	3	20	**	**	**	**	3	21	**	**	**	**	3	17	**	**	**	**	2	28	**	**	**	**	2	33	**	**	**	**
WEEE + WFFF		7	31	10	9	7	8	4	24	11	10	8	9	4	25	12	11	9	10	3	18	13	12	10	11	2	30	14	13	11	12	2	33	15	14	12	13
WGGG MIKE DOUGLAS		5	20	21	14	**	**	3	22	22	15	**	**	2	15	23	16	**	**	2	15	24	17	**	**	2	24	25	18	**	**	1	14	26	19	**	**
WGGG + SATS		7	31	10	5	9	6	6	41	11	6	10	7	6	36	12	7	11	8	6	42	13	8	12	9	2	34	14	9	13	10	1	20	15	10	14	11

YOUR CITY

PST-1

NOVEMBER 1982 PEOPLE SHARE TRENDS

\*\* SHARE/HUT/PVT TRENDS NOT AVAILABLE  
 ‡ TECHNICAL DIFFICULTY  
 + COMBINED PARENT/SATELLITE



# ADI People Share Trend Estimates Explanation

Day	Time Period Span	Eastern/Pacific	Central/Mountain
Monday-Friday	½ hour	4:00PM-8:00PM	4:00PM-7:00PM
Monday-Friday	½ hour	11:00PM-2:00AM	10:00PM-2:00AM
Monday	½ hour	7:30PM-8:00PM	6:30PM-7:00PM
Tuesday	½ hour	7:30PM-8:00PM	6:30PM-7:00PM
Wednesday	½ hour	7:30PM-8:00PM	6:30PM-7:00PM
Thursday	½ hour	7:30PM-8:00PM	6:30PM-7:00PM
Friday	½ hour	7:30PM-8:00PM	6:30PM-7:00PM
Saturday	½ hour	7:30PM-8:00PM	6:30PM-7:00PM
Saturday	¼ hour	11:00PM-11:30PM	10:00PM-10:30PM
Saturday	½ hour	11:30PM-2:00AM	10:30PM-2:00AM
Sunday	¼ hour	11:00PM-11:30PM	10:00PM-10:30PM
Sunday	½ hour	11:30PM-2:00AM	10:30PM-2:00AM

**1▶** All television households, Women 18+, Women 18-49, Women 25-54, Men 18+, and Men 18-49 ratings, shares and HUT/PVT for the current survey plus shares and HUT/PVT from the preceding four sweeps are reported. Exception, July trends will be replaced by:

October trends in November reports for the 33 October-measured markets.

January trends in February reports for the 22 January-measured markets.

One-year-ago trends in non-sweep surveys.

Trends will be reported for the time periods listed above.

**2▶** Program titles will be the typical program titles for the time period in the current survey. If no one title is typical of the time period, the title "VARIOUS" will be entered.

**3▶** Previous survey trend data will be identical to trends for the time period in the Time Period Averages section.

**4▶** Parent and S-1 Satellites will be reported on one line with the symbol "+" following the parent call letters. Parent and S-2 Satellites will be reported on two lines, the parent call letters alone on the first line and on the parent call letters plus the symbol "+" on the second line.

If three or more different programs were telecast during the week, the title "VARIOUS" is used. Estimates are based on viewing for all five days, unless a station is off the air.

# Program Audience Estimates

## Program Audience Estimates

TIME AND STATION	TELE-CASTS	WEEK-BY-WEEK ADI TV HH RATINGS				ADI TV HH			METRO TV HH			TOTAL SURVEY AREA, IN THOUSANDS (000's)																	
		# OF WKS	# OF QTR-HRS	WK 1	WK 2	WK 3	WK 4	R	S	H	R	S	H	PERSONS						WOMEN					WKG WMN 18+				
				1	2	3	4	T	G	R	H	U	T	T	18+	18-49	12-24	12-34	18-34	TOT 18+	18-49	12-24	18-34	25-49		25-54			
▲ RELATIVE STD-ERR 25% RESHOLDS (1 SIGMA) 50%				14	11	13	12	3	2	1	8	1	10	14	10	25	15	15	18	18	18	12	13	17	16	11	11	12	
3:00P WAAA				4	3	3	3	2	1	2	2	1	10	14	2	3	1	1	1	1	1	1	1	1	1	1	1	1	
FRI ▲ RICHR POORER	4	8	1	-	-	1	1	1	4	16	1	10	14	2	3	1	1	1	1	1	1	1	1	1	1	1	1		
▲ WAAA + SATS RI	4	8	2	1	1	1	1	1	7	16	1	10	14	4	6	5	1	1	1	1	4	1	1	1	1	1	2	1	
AVG RICHR POORER	4	40	1	-	-	1	1	1	4	17	1	7	16	2	3	2	1	1	1	1	1	1	1	1	1	1	1	1	
▲ WAAA + SATS RI	4	40	3	1	2	1	1	2	10	17	1	7	16	7	9	8	3	1	2	1	7	3	1	1	3	3	3	1	
WEEE																													
MON ▲ EDGE OF NIGHT	4	8	3	3	6	2	2	4	22	16	5	33	14	15	18	18	9	2	4	4	14	7	2	4	5	5	5	2	
▲ WAAA + SATS RI	4	8	4	4	8	2	2	5	29	16	5	33	14	19	23	23	11	2	5	5	18	9	2	5	7	7	2	2	
WGGG																													
MON ▲ MATCH GME 78	4	8	6	5	7	3	3	5	33	16	8	58	14	21	24	22	10	2	4	4	15	7	1	3	6	8	8	2	
▲ WGGG + SATS MA	4	8	7	5	8	5	5	7	40	16	8	58	14	25	30	27	12	3	6	5	19	8	2	4	7	8	8	2	
TUE ▲ MATCH GME 78	4	8	4	4	5	3	3	4	28	14	5	42	13	15	21	18	5	2	3	2	11	2	2	1	2	4	4	2	
▲ WGGG + SATS MA	4	8	5	5	6	5	5	5	36	14	5	42	13	20	25	21	7	4	5	2	14	4	3	2	3	5	5	3	
WED ▲ MATCH GME 78	4	8	10	9	7	4	4	7	36	20	10	53	19	29	35	28	10	4	6	3	22	7	2	2	7	9	3	3	
▲ WGGG + SATS MA	4	8	11	11	8	8	8	9	46	20	10	53	19	37	43	35	11	5	7	3	27	9	4	2	9	11	4	4	
THU ▲ MATCH GME 78	3	6	8	-	7	3	3	6	30	19	8	44	17	22	23	22	8	2	4	4	18	8	1	3	6	9	4	4	
▲ WGGG + SATS MA	3	6	9	-	7	5	5	7	37	19	8	44	17	28	31	28	11	4	6	5	24	11	3	4	8	11	4	4	
FRI ▲ MATCH GME 78	4	8	5	6	4	3	3	5	29	16	5	38	14	18	19	16	5	4	4	2	10	2	2	2	3	3	3	1	
▲ WGGG + SATS MA	4	8	6	6	7	4	4	6	38	16	5	38	14	23	23	21	8	5	5	3	14	4	3	1	3	4	1	1	
SAT ▲ NASHVL MUSIC	3	6	1	2	-	3	3	2	12	19	4	28	15	9	13	11	4	1	1	1	6	2	2	2	2	2	2	2	
▲ WGGG + SATS NAL	3	6	2	3	-	4	4	3	15	19	4	28	15	11	16	14	6	1	2	2	8	4	1	1	4	4	2	2	
AVG MATCH GME 78	4	38	7	6	6	3	3	5	32	17	7	47	15	21	24	21	8	3	4	3	15	5	2	2	5	6	2	2	
▲ WGGG + SATS MA	4	38	8	7	7	6	6	7	40	17	7	47	15	27	30	26	10	4	6	4	19	7	3	2	6	8	2	2	
AVG NASHVL MUSIC	4	8	1	2	2	3	3	2	13	18	4	29	13	9	13	11	5	1	3	2	5	2	2	1	2	2	1	1	
▲ WGGG + SATS NAL	4	8	2	3	7	4	4	4	21	18	4	29	13	15	19	17	10	1	6	5	10	6	2	2	5	6	2	2	
3:30P WAAA																													
MON * LITL RASCALS	4	16	2	-	2	1	1	1	8	19	3	17	16	5	16	3	2	8	8	1	2	1	3	1	1	1	1	1	
▲ WAAA + SATS LIR	4	16	7	4	4	1	1	4	21	19	3	17	16	16	30	8	6	14	15	3	6	4	5	2	3	3	2	2	
TUE * LITL RASCALS	4	16	1	3	3	4	4	3	14	18	4	23	18	10	26	7	7	9	12	4	4	4	4	2	2	3	1	1	
* WAAA + SATS LIR	4	16	6	6	5	4	4	5	28	18	4	23	18	21	38	14	12	11	17	8	9	7	5	5	6	6	2	2	
MON ▲ MIKE DOUGLAS	4	24	8	6	6	3	3	5	24	20	7	39	17	20	22	21	10	6	13	14	15	4	2	3	3	4	2	2	
▲ WGGG + SATS MID	4	24	8	6	6	9	9	7	37	20	7	39	17	29	41	40	14	3	12	11	31	4	2	10	12	12	9	9	
TUE ▲ MIKE DOUGLAS	4	24	4	5	4	4	4	4	22	19	6	33	19	17	21	19	6	3	4	3	14	5	3	2	4	4	1	1	
▲ WGGG + SATS MID	4	24	6	5	6	6	6	6	30	19	6	33	19	23	29	27	8	4	6	4	20	6	3	4	5	6	1	1	
WED ▲ MIKE DOUGLAS	4	24	11	6	4	4	4	6	21	27	7	28	25	24	26	23	6	5	6	4	17	5	3	3	3	4	2	2	
▲ WGGG + SATS MID	4	24	12	7	8	8	8	9	32	27	7	28	25	35	49	39	15	7	16	12	30	13	5	10	11	13	9	9	
THU ▲ MIKE DOUGLAS	4	22	6	4	3	4	4	4	22	20	6	30	22	19	24	22	8	4	6	5	16	7	3	4	4	5	2	2	
▲ WGGG + SATS MID	4	22	7	5	6	8	8	6	30	20	6	30	22	26	39	33	15	4	13	12	26	14	3	11	11	12	8	8	
FRI ▲ MIKE DOUGLAS	4	24	4	2	2	3	3	3	13	21	5	23	21	13	19	15	6	4	5	1	9	3	4	1	3	3	1	1	
▲ WGGG + SATS MID	4	24	5	3	7	6	6	5	24	21	5	23	21	22	35	27	14	5	12	9	20	11	4	8	11	11	8	8	
SAT SPTS SPECTLR	4	20	1	2	1	1	1	1	5	21	2	13	18	4	7	5	3	2	2	2	2	1	1	1	1	1	1	1	
▲ WGGG + SATS SPS	4	20	3	2	4	2	2	3	12	21	2	13	18	10	15	11	6	4	4	1	5	2	1	2	2	2	1	1	
AVG MIKE DOUGLAS	4	118	6	5	3	4	4	4	21	22	6	30	21	18	22	20	6	4	5	3	14	5	3	2	3	4	2	2	
▲ WGGG + SATS MID	4	118	8	5	7	7	7	7	31	22	6	30	21	27	39	33	13	5	12	9	25	11	3	9	10	11	7	7	
4:00P WAAA																													
SAT ▲ GT ARMSTRONG	2	3	2	3	-	-	-	2	8	28	4	16	24	9	6	4	1	1	1	1	1	1	1	1	1	1	1	1	
▲ WAAA + SATS GTM	2	3	3	3	-	-	-	3	11	28	4	16	24	12	10	8	1	1	1	1	3	3	3	3	3	3	3	3	
SUN VIRGIL WARD	4	8	1	2	3	-	-	1	9	16	3	16	19	7	16	9	5	6	7	1	4	2	1	1	1	1	1	1	
▲ WAAA + SATS VIL	4	8	2	2	4	-	-	2	13	16	3	16	19	9	19	12	6	6	7	2	6	3	2	2	3	3	2	2	
AVG GT ARMSTRONG	4	11	1	2	2	-	-	1	7	19	3	13	20	6	7	5	2	2	3	1	2	1	1	1	1	1	1	1	
▲ WAAA + SATS GTM	4	11	2	2	3	-	-	2	10	19	3	13	20	8	10	8	3	2	3	1	4	1	1	1	1	1	1	1	
WEEE																													
MON ▲ LONE RANGER	4	8	2	6	4	4	4	4	20	20	4	26	16	16	30	18	12	9	10	7	12	9	7	6	4	4	6	6	

# Program Audience Estimates Explanation

**1▶** Average quarter-hour audience estimates are reported for programs of at least one quarter-hour duration. One-time-only programs that do not reach a reportable rating level will show a dash (-) in place of a rating. If the weekly sample is below minimum for reporting weekly ratings, an asterisk (\*) will appear in place of a rating.

Accumulation of quarter-hour data is based on program titles. The quarter-hour viewing data for each telecast is averaged together and reported as an estimate of viewing during an average quarter-hour of the program. Program titles which are part of a multi-titled quarter-hour are not included, as neither title can be exclusively credited with the viewing data. Programs which begin after 1:00AM (local time) are not reported. The programming titled "Various," "N.O.A." and "NA" are not reported.

**2▶** A program is listed by its start-time for the day. A program with more than one start-time for the same day of the week will be listed at the most frequently occurring start-time. In cases where no start-time occurs more frequently, the program is listed at the earliest start-time.

**3▶** Qualifying stations are listed in the same sequence as they appear on page INT-1 of the Market Report.

Audience estimates are reported for programs telecast by home market commercial stations and outside Class I stations (see Section II, Criteria for Reporting Stations).

**4▶** The number of weeks the program was telecast is reported for each daily estimates line.

**5▶** The total number of quarter-hours on which the audience estimates are based is reported for daily estimates and average lines.

Because viewing estimates are tabulated only for those periods between 6:00AM and 2:00AM, audience estimates and quarter-hour totals do not include quarter-hours telecast prior to 6:00AM or after 2:00AM (e.g., a program that begins at 12:30AM and continues to 3:00AM would be reported only for the 12:30AM-2:00AM period).

**6▶** Audience estimates will be based on average quarter-hour viewing and will be reported from 6:00AM to 2:00AM for each of the seven days of the week for each week of the survey. Five-day averages will be reported for

programs telecast five days. Seven day averages will be reported for programs telecast seven days. The average line for programs telecast more than once weekly but with varying start times will appear each time the program is listed.

**7▶** An asterisk (\*) preceding the program title indicates that the audience estimates are also included in a separate average line.

**8▶** The average line is reported following the daily estimates line (see Section II, Satellite Station Policy).

**9▶** The combined estimates *of viewing to the same programming* of a parent station and an S-2 Satellite are reported on a separate line, following the audience estimates for the parent. *S-2 Satellite Programming that is Different from Parent Station's Programming is excluded from the combined estimates.*

The symbol "+" following the call letters indicates that the reported estimates are for the combined viewing of the listed parent and one or more S-1 Satellites. As shown, the parent's call letters and the satellite's call letters are followed by a three-character code, which identifies the program title of the parent by its first, second and sixth characters. Usually three letters will follow (e.g., Edge of Night = EDO). However, if either the second or sixth character is a blank space, only one or two letters will appear (e.g., Match Game = MA). This letter code allows the identification of the program title that goes with the parent and satellite combined estimates. The audience estimates are based on the same quarter-hours for parent and satellite stations with the parent station's program title being the determinant for inclusion.

If a parent has more than one S-2 Satellite, the combined estimates of the parent and all satellites are reported on one line with the word "SATS" replacing the call letters of the Satellites (e.g., "WAAA & SATS") (see Section II, Satellite Station Policy).

**10▶** The symbol "=" following the program title indicates that the station experienced technical difficulty during the telecasting of the program. Further information about the technical difficulty can be found on the Special Notice page of the Market Report.

If a station is off-the-air because of a technical difficulty, the T.D. symbol is not used. The quarter-hours affected are not included either in the "NO. OF QTR HRS" total, or in the calculation of average quarter-hour viewing estimates.

# Program Audience Estimates

TIME AND STATION DAY PROGRAM		TOTAL SURVEY AREA, IN THOUSANDS (000's)									ADI TV HH			ADI RATINGS																		
		MEN					TEENS TOTAL	CHILDREN			R T G	S H R	H U T	PERSONS					WOMEN					WKG WMN	MEN					TNS TOT	CHILD	
		TOT	18-49	18-34	25-49	25-54	12-17	2-11	6-11	TOT				18+	18-49	12-24	12-34	18-34	TOT	18-49	12-24	18-34	25-49		25-54	TOT	18-49	18-34	25-49		25-54	12-17
		25	26	27	28	29	30	31	32	5	6	7	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54
▲ RELATIVE STD-ERR THRESHOLDS (1 SIGMA) 25% 50%		12	13	15	11	11	15	28	22	3		3	2	4	8	5	8	4	7	16	14	9	7	12	4	7	12	9	7	15	23	26
3:00P WAAA							1	1	1	1	4	16																			1	1
FRI ▲ RICH POORER							1	1	1	1	7	16	1	1				1	1	1			1	1						1	1	
▲ WAAA + SATS RI							1	1	1	1	4	17											1	1						1	1	
AVG RICH POORER							1	1	1	1	4	17											1	1						1	1	
WAAA + SATS RI							1	1	1	2	10	17	1	1				2	1	1			1	1					1	1		
WEE																																
MON ▲ EDGE OF NIGHT		4	2		2	2				4	22	16	2	2	2	1	1	1	3	3	2	3	3	1	1	1	1	1	1	1	1	
▲ WEE		5	2		2	2				4	22	16	2	2	2	1	1	1	3	3	2	3	3	1	1	1	1	1	1	1	1	
▲ WEE + SATS GIM		4			1	1																										
MON ▲ LONE RANGER		6	3	1	2	2	3	9	7	4	20	20	3	2	3	3	3	3	4	5	4	2	2	5	2	1	1	1	1	1		
▲ WEE + WFFF LOR		6	3	1	2	2	3	13	9	5	23	20	3	2	3	3	3	3	4	5	4	2	2	5	2	1	1	1	1	1		

NOVEMBER 1982 PROGRAM AUDIENCES

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YOUR CITY

## Program Audience Estimates Explanation (continued)

Because of an off-air condition, a program that would normally qualify (i.e., it was on for only one quarter-hour in each of two weeks) might subsequently not be reported if the "Off-Air" technical difficulty affected one of the quarter-hours of the program (see Section II, Technical Difficulty).

All viewing estimates are reported for an average quarter-hour of the program. To arrive at the average quarter-hour estimates, viewing estimates for all quarter-hours to be included are tallied and divided by the number of quarter-hours tallied. The resulting estimate is then an average of the viewing level for those quarter-hours. The number of quarter-hours tallied is reported for each line of estimates. See 5 above.

**11** ▶ Estimated viewing to the program in ADI and Metro TV households is reported as ratings. A rating is the estimated percentage (multiplied by 100 to give a whole number) of all TV households in the survey area which viewed the program during an average quarter-hour.

**12** ▶ A program's share of the viewing TV households is reported for each rating. Shares are calculated from the unrounded rating and HUT.

**13** ▶ Average HUT for the program is based on the quarter-hours telecast.

**14** ▶ Estimated viewing to the program in TSA TV households is reported as projections. Projections are the number of TV households in the TSA which viewed the program during an average quarter-hour, expressed in thousands (e.g., the projection 2 means an estimated 2,000 TV households viewed "Richer Poorer" during an average quarter-hour of the eight quarter-hours the program was telecast).

**15** ▶ Audience composition in the TSA is reported as projections. The projection is the estimated number of people in the sex/age group which viewed the program during an average quarter-hour of the telecasts involved. All projections are reported in thousands. The total population for the sex/age group can be found on page INT-3 of the Market Report.

**16** ▶ Station call letters and program title information are repeated in the first column from the same column on the left-hand page.

**17** ▶ ADI TV household ratings, shares and HUT are repeated here from the same columns on the left-hand page.

**18** ▶ Audience composition in the ADI is reported as ratings. The rating is the estimated percentage of the total population for the sex/age group which viewed the telecasts involved during an average quarter-hour. Ratings are reported as whole numbers. The total population for the sex/age group can be found on Page INT-3 of the Market Report.

Working women population estimates are based on the in-tab diaries.

**19** ▶ A blank in either a rating or projection estimates column indicates that neither a minimum reportable rating of .5, nor a projection of 500, was attained. It does not indicate that no viewing took place.

**20** ▶ Relative standard error thresholds are reported at the top of each rating and projection column. Thresholds are developed using statistical efficiency values for eight hours. See Section IX.

**Program Title Index  
and ADI Trend Estimates**

**Program Title Index and ADI Trend Estimates**

PROGRAM	STATION	DAY	TIME	TV HH CURRENT SURVEY			TV HH SHARE/HUT TRENDS								PROGRAM	STATION	DAY	TIME	TV HH CURRENT SURVEY			TV HH SHARE/HUT TRENDS							
				R	S	H	S	H	S	H	S	H	S	H					R	S	H	S	H	S	H	S	H		
				T	G	R	T	R	T	R	T	R	T	T					G	R	T	R	T	R	T	R	T		
				5	6	7	58	58	59	59	60	60	61	61					5	6	7	58	58	59	59	60	60	61	61
A GRIFFITH	WEEE	MN	3:30P	5	27	18	22	29	**	**	17	25	25	19	ANOTHER WRLD	KARD	FR	2:00P	2	11	19	**	**	**	**	**	**	**	**
A GRIFFITH	WEEE+	MN	3:30P	5	31	18	25	29	**	**	19	25	26	19	ANOTHER WRLD	KARD+	FR	2:00P	4	22	19	**	**	**	**	**	**	**	**
A GRIFFITH	WEEE	TU	3:30P	5	28	17	22	26	**	**	19	29	21	19	ANOTHER WRLD	KARD	AV		2	10	20	**	**	**	**	**	**	**	**
A GRIFFITH	WEEE+	TU	3:30P	6	34	17	26	26	**	**	20	29	24	19	ANOTHER WRLD	KARD+	AV		5	23	20	**	**	**	**	**	**	**	**
A GRIFFITH	WEEE	WD	3:30P	6	25	25	22	33	**	**	19	30	28	22	AROUND TOWN	KARD	SA	NOON	1	5	13	2	22	2	16	2	18	3	15
ANOTHER WRLD	WAAA	WD	2:00P	2	8	23	**	**	**	**	**	**	**	CBS LT MOVIE	KTVH	FR	10:30P	3	14	22	22	21	15	24	19	22	8	21	
ANOTHER WRLD	WAAA+	WD	2:00P	5	20	23	**	**	**	**	**	**	**	CBS LT MOVIE	KTVH	FR	10:30P	3	14	22	22	21	15	24	19	22	8	21	
ANOTHER WRLD	WAAA	TH	2:00P	3	14	19	**	**	**	**	**	**	**	CBS LT MOVIE	KTVH+	FR	10:30P	4	18	22	30	21	21	24	21	22	11	21	
ANOTHER WRLD	WAAA+	TH	2:00P	5	26	19	**	**	**	**	**	**	**																

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PTI-1

NOVEMBER 1982 PROGRAM TITLE INDEX AND TRENDS

- \*\* SHARE/HUT TRENDS NOT AVAILABLE
- + TECHNICAL DIFFICULTY
- > PROGRAM AIRED DIFFERENT DAY(S) PRIOR SURVEY
- # PROGRAM AIRED DIFFERENT START TIME PRIOR SURVEY
- + COMBINED PARENT/SATELLITE

## Program Title Index and ADI Trend Estimates Explanation

**1** ▶ All programs that qualify for inclusion in the Program Audience Estimates Section, including one-time-only telecasts, are listed in this section. Programs that do not qualify are not listed. Program titles are listed alphabetically regardless of time, day or station. Parent station audience estimates appear on one line, parent plus all satellite station audiences appear on the following line. *S-2 Satellite Programming that is Different from Parent Stations Programming is excluded from the combined estimates.*

**2** ▶ ADI Shares of HUT and HUTs are reported for each listed program for four previous surveys. In non-sweep surveys, one-year-ago trends will replace July trends. For trend data to be reported, the program titles must remain identical across surveys.

**3** ▶ A double asterisk (\*\*) indicates that share and HUT trends are not available.



## VIII. METER/DIARY INFORMATION

Arbitron Ratings maintains a panel of electronically metered households in four markets: New York, Los Angeles, Chicago, and San Francisco. During 1983, Philadelphia (January 1, 1983), Dallas (March 1, 1983), Washington, D.C. (June 1, 1983), Detroit (September 1, 1983), and Miami (December 1, 1983) will be added to the four current meter markets. The following sections contain a general description of meter methodology, equipment, and meter/diary integration pertinent to all meter markets.

### METER SAMPLING METHODOLOGY

Four steps are used in selecting Arbitron's Meter Panel sample. The **first step** consists of the creation of a master sample ("Parent Sample") to represent all housing units in the total Area of Dominant Influence (ADI). The **second step** is to draw a subset of housing units from the Parent Sample to form an initially selected or pre-designated sample for recruitment into the Meter Panel. The **third step** relates to on-going maintenance procedures and the methodology used in controlling the demographic composition of the Installed Meter Panel sample. The **fourth step** concerns the selection and control of the daily Report sample (i.e., In-Tab sample). Further details concerning these four steps follow:

#### **STEP 1: PARENT SAMPLE SELECTION/**

Arbitron uses stratified probability sampling methods for selecting its Parent Sample. The Parent Sample is designed to represent and include all types of housing units within the ADI: for example, both television and non-television households; listed phone households as well as non-listed and non-phone households; occupied as well as vacant housing units.

An ADI's Parent Sample includes approximately 5,000-10,000 housing units at any point in time. The exact size varies over time because of ADI definition changes, expansions and contractions related to Arbitron's sample forced-turnover, and new construction re-canvassing procedures and other factors. Sample size also varies by market.

The housing units contained in Arbitron's Parent Sample are selected by a form of area probability sampling. Field sampling locations are selected via the use of a "half-open interval" statistical technique in conjunction with a special sampling frame created for Arbitron by the Metromail Company. The Metromail frame consists of three elements which are uniquely integrated to create a spatially ordered listing

of streets, addresses and housing units within the ADI. The three elements are: (1) Metromail's Detailed Records file (primarily a catalog of all listed-telephone households); (2) Metromail's Small Town Selection Unit (STSU) Guide (an annually updated directory of street names and street address ranges coded by U.S. Census Tract, Block Group and Enumeration District numbers, and by postal zip and other geographic codes); (3) The Address Coding Guide (ACG) compiled for the U.S. Census Department and updated annually by a consortium of three companies (R.H. Donnelley, Metromail and R.L. Polk). (The ACG is similar to the STSU guide except that it excludes the small town areas that are covered under the STSU guide.)

Systematic probability sampling procedures are used to draw the selection of Parent Sample field locations from the special Metromail sampling frame. The use of this frame in conjunction with the statistical "half-open interval" technique enables Arbitron to define the geographic boundaries of the selected field locations. Field enumerators list all housing units contained within the specific boundaries of each location (including: non-TV, TV, non-phone, unlisted phone and listed phone households as well as vacant housing units). As a result, all housing units have an equal chance of being included into Arbitron's Parent Sample (regardless of whether they were contained on the initial Metromail sampling frame). Field enumerators also administer a questionnaire which solicits answers to questions related to television usage, and household demographic characteristics.

In selecting its sample of field locations, Arbitron uses stratification as an additional procedure to help insure (rather than leave to "chance" alone) that the selection of field locations will be proportionately reflective of universe demographics. Prior to sample selection, Arbitron stratifies its sampling frame by type of area according to the following characteristics:

1. **Population Density** (Urban vs. Rural)
2. **Region** (Central Metropolitan Rating Area, Balance of Metropolitan Rating Area, and Balance of ADI)
3. **County** (within Region)
4. **Relative Cable Penetration** for Area\*
5. **Ethnic Composition** of Area (% White)\*\*
6. **Median Family Income** for Area\*\*\*
7. **Average Household Size** for Area\*\*
8. **Working Women Concentration** (% Employed Women)\*\*

\* Arbitron derived estimate

\*\* Based upon 1980 Census Data

\*\*\* 1976 projections derived by Metromail

The basic area unit for the stratification is a U.S. Census defined Block Group and Enumeration District. When a Block Group and Enumeration District spans more than one type of postal delivery service or zip code, it is subdivided by these components into separate sampling units.

Because of Arbitron's sample selection procedures, each selected field location is equivalent to a Primary Sampling Unit (PSU). The number of PSUs drawn for an ADI's Parent Sample is approximately 600-1,000. The number varies by market and as a function of forced-turnover procedures.

**STEP 2: METER PANEL INITIAL SELECTIONS/**This step consists of the drawing of a subset of housing units from the Parent Sample to pre-designate the homes to be initially solicited and recruited into the Meter Panel. Probability sampling methods are used for accomplishing this step, together with demographic stratification. Four procedural elements are involved in the execution of this step.

First, all Parent Sample housing units are grouped into predefined, mutually exclusive and exhaustive geo-demographic strata. Approximately twenty-five strata groupings are defined for each ADI through discrete combinations of categories from seven demographic characteristics: (1) Housing Unit Status (occupied vs. vacant), (2) Television Status (TV/no TV), (3) Region, (4) Household Size, (5) Race, (6) Age of Household Head, and (7) Cable TV Status (cable vs. no cable).

Second, within each basic strata grouping, all Parent Sample (housing) units are further stratified via a preferential sorting procedure according to the following additional characteristics: (1) Child Status, (2) Education of Household Head, (3) County, (4) Field Sampling Location, and (5) Specific Address and Housing Unit within the Field Sampling Location.

The third procedure performed in the groupings and sorting outlined above is the procedure of an ordered (stratified) array of all the housing units contained in the Parent Sample. Based upon this pre-ordered Parent Sample array, the fourth procedural element is executed whereby a series of systematic samples are drawn to yield the initial Meter Panel pre-designated first sample selections and a series of initially drawn alternative selections. (Alternative selections are used when the pre-designated selections are uninstalleable due to ineligibility [no TV, e.g.], householder refusal, and other reasons).

Use of the systematic sampling procedure is designed to ensure that the number of sample selections made for each demographic stratum is proportionate to its size. A mathematically random procedure is used to assign a priority ranking to all housing units within each stratum to insure that each has an unique priority order for recruitment purposes.

**STEP 3: METER PANEL ON-GOING MAINTENANCE SELECTIONS/**All panel samples are subject to natural attrition (e.g., when a householder moves). Maintenance of the panel of meter-installed households at sample objective involves a continuous process of recruitment, installation and deinstallation. For on-going meter panel maintenance, the procedures described in step 2 are supplemented with a third step.

This third step is designed to take into account the fact that housing unit occupancy and demographic classifications are changing because of dynamics of householder mobility and other factors. Hence, for purposes of on-going maintenance, housing units contained in Arbitron's Parent Sample are continuously re-classified by demographic strata as a function of the most recent available information obtained from each household.

In the event a housing unit is re-classified into a different stratum, it is placed into the new stratum in the same relative priority position it formerly occupied in its original stratum to maintain the appropriate recruitment priority for each particular housing unit.

For on-going maintenance, the demographic composition of the meter panel is controlled via the recruitment of households to meet universe target objectives set for each of the basic demographic groupings. The strata universe targets are derived from tabulations of Arbitron's Parent Sample after weighting (sample balancing), the Parent Sample to Arbitron's Cable Census estimates and MSI's (Market Statistics, Inc.) universe projections on the following five characteristics: Region, Race, Age of Household Head, Household Size and Child Status.

**STEP 4: DAILY REPORT (IN-TAB) SAMPLE/**Only tuning records from installed households which pass all of Arbitron's stringent daily electronic controls are tallied in producing meter audience estimates. As a final step for purposes of controlling the demographic composition of its sample, Arbitron uses a post-stratification technique called "sample balancing" to weigh its daily In-Tab sample to MSI universe projections on three characteristics: Region, Race, and Age of Household Head. This final step is used to minimize biases and random fluctuations in the demographics of the daily In-Tab sample.

In addition to the use of demographic stratification, Arbitron has adopted two other procedures for maintaining its *Parent Sample* and *Meter-Installed Panel*. Arbitron uses a sample "forced-turnover" procedure to insure a complete turnover *every five-years* (after the first full year of operation in a new meter market) of all sampling locations, addresses (housing units) and households contained in both the Parent Sample and the Meter-Installed Panel. The Parent and Meter-Installed samples are both divided into three approximately equal replicates where, by design, each replicate is an approximate microcosm of the total sample. Turnover is sequenced by replicate on a gradual basis across the five-year time period.

To accommodate for new construction, Parent Sample field locations are re-canvassed every 18-20 months to discover, prelist and enumerate any newly constructed housing units that were built within their geographic boundaries. All newly found housing units are incorporated into Arbitron's Parent Sample and are also given an appropriate chance for inclusion into the Meter-Installed panel using procedures that parallel those previously described for the main sample selection. Additionally, new construction is also permitted entry into the sample via the on-going selections and enumerations of new Parent Sample replicates for the purposes of forced turnover.

The above description applies to Arbitron's current procedures, and it incorporates the modifications introduced subsequent to Arbitron's initial design. The earlier design procedures are described in the Arbitron publication entitled "A Reflection of the Real World." A further discussion of Arbitron's sampling methodology is contained in the "Methodology" section of the *Meter Service User's Guide*.

**ADI DEFINITION CHANGES**/When a meter market's ADI is updated each year, it is possible that a county may be added or deleted from the ADI definition. Because the recruitment and installation of households into a meter panel requires a minimal amount of time, Arbitron has initiated a "swing county" procedure. Counties which have historically moved from one ADI to another are identified and included in the Parent Sample data base. This means that households located in a county not currently included in a meter market's ADI are kept as a part, though separate from, the Parent Sample data base. If that county later becomes a part of the meter market ADI, then those households are integrated into the standard data base and thus become eligible for recruitment into the market's Meter Panel. Households located within a county which leaves a meter market ADI are deinstalled (if part of the meter panel) or maintained as separate from the standard Parent Sample data base. Priority recruitment procedures described above are maintained.

## METER EQUIPMENT

The Arbitron Television Meter System incorporates the most up-to-date, proven advances in electronics. The meter equipment installed in each sample household basically consists of two modular devices, a Television Meter (TVM) and a Household Collector (HC).

The Television Meter is a sensing module attached to a television set. The TVM sensors continuously monitor the television set's on-off condition and channel tuning as well as their own performance. Each TV Meter can identify 20 different channels including VHF, UHF, Cable, TV Games, or Video Tape Recorder operation. (In San Francisco, some Television Meters were configured so that up to 40 different channels can be identified. This was done to accommodate households served by cable systems offering more than 20 channels or services.) The meter data is transmitted to the Household Collector on a second-by-second basis.

The Household Collector, a microcomputer, receives the meter data, checks transmission accuracy, and stores significant tuning information in its memory. An HC can accommodate information from up to four TV sets; a second HC is required in households with five to eight television sets. The meter system also performs self-diagnostics to identify set failures, meter failures or power outages. If a power failure occurs, the HC automatically switches over to battery power to insure preservation of the stored memory.

Each night the central computing facility in Beltsville, Maryland, polls and retrieves the tuning information from all eligible Household Collectors utilizing the direct dial network. The two-way communications allow for monitoring of the quality of transmission, data and performances of the equipment in the households. Only tuning records from households which pass all of Arbitron's stringent controls for equipment performances are tallied in producing meter audience estimates.

During 1983, new meter equipment will be installed in some meter market panel households. The new equipment will first be used in Washington, D.C. and current equipment will be phased out over the next few years. Three new pieces of metering equipment will be used: The All Channel Cable Meter, to be used in cable households; the All Channel Tuning Meter, to be used in non-cable households; a new Household Collector (compatible with both current and new meter equipment) will be used with both new meters and with some current meters.

## MULTI-SET HOUSEHOLDS

**POLICY**/Arbitron Rating's goal is to measure the tuning of all working television sets being used for television viewing in meter panels. There are some sets, however, which for technical reasons cannot be metered.

To exclude systematically households with television sets which for technical reasons cannot be metered could distort the representation of a panel and bias reported tuning. Yet, to include them and not capture all tuning taking place could misrepresent tuning among the sample. In these cases, a conflict exists and decisions must be made in accordance with the following procedures.

Arbitron Ratings will require that all primary and frequently used sets be metered. Occasionally used sets will also be metered unless one of the following conditions exist:

- The set is located or installed in the household so that meter equipment cannot be attached to the set (e.g., built-in sets).
- The set is unsafe (e.g., a set without a cabinet).
- The set is electronically incompatible with the meter equipment (e.g., some types of projection TV's and multi-screen sets with more than two pictures).
- The set is removed from the household and transported elsewhere.
- The set is battery operated and is moved around the house so that the meter cannot be connected to an electrical wall plug. (These sets are also likely to be removed from the household.)

Occasionally used sets must account for less than 5% of the total TV usage in the household during an average week based on estimates from the householder of the hours spent using each set in a given week.

*At no time, however, will Arbitron Ratings install a home so that more than 4% of the working sets in all of the installed panel homes would be unmetered for more than three consecutive months. (The three months allow time to install equipment in panel households where a new set has been acquired, an unused set put into use, a broken set repaired, or where tuning to an infrequently used set has increased.)*

**PROCEDURE**/At the time of installation, all working television sets will be metered. If a set is used as a computer or video game monitor and is *not* connected to an antenna (including built-in, householder, or cable), it will not be metered and will not be counted as a working set because it is not used for TV viewing.

Either at the time of installation or during the recruitment interview, the householder will be asked to estimate the total number of hours the set is used for viewing by all household members during an average week. This information will be used to determine if a set is frequently used; this is defined as a TV set on which greater than 5% of household TV usage occurs. The formula is simple:

$$\frac{\text{Individual Set Hours}}{\text{Hours All Sets Used}} \times 100 = \text{Percent Usage Per Set}$$

If, during installation, a set is found to be technically infeasible to meter, as defined by the policy stated above, Arbitron will check the viewing estimation to see if it is a frequently viewed set. If it is, the household will be rejected. If it isn't, the set can be left unmetered and will be counted in the 4% of total panel sets which can be unmetered. (A household may have more than one set unmetered, but the combined percentage of usage must be less than or equal to 5% of the total household TV usage.) Information about changes in set viewing habits will be gathered monthly.

Updated estimates of household TV set usage will be gathered during the annual update of household information. During visits which occur during the year, Arbitron will verify counts of working sets, metered sets and unmetered sets.

**METER REPORTS**/The Daily Meter Report provides the meter data for inclusion in the Weekly Meter Report and the meter/diary TV Market Report.

The Arbitron Daily and Weekly Meter Reports are based solely on information collected daily from the Arbitron panel of electronically metered households. After the daily tuning records are collected and verified, tuning data from multi-set households are edited by computer to provide unduplicated tuning information for a given household.

Although the process for selecting households for installation was designed to provide a self-weighting sample, Arbitron weights the reporting sample daily to adjust any temporary imbalances. Individual household weights or Households-Per-Meter-Values (HPMV) are calculated daily using a sample balancing technique. Arbitron's sample balancing system employs a three-dimensional matrix which provides an array of geographic area, age of head-of-household, and race/nationality. The marginal control values used are provided by Market Statistics, Inc. (MSI) and are based on 1980 Census data which is updated annually. The HPMVs are applied to each household's tuning record. Meter audience estimates are then developed by tabulating the weighted tuning records.



## DAILY METER REPORT

Estimates in Arbitron Daily Meter Reports are reported by quarter-hour and by daypart. Quarter-hour station rating, share and HUT estimates are calculated for all 24 hours in a report day, beginning at 2:30AM. Home TV stations are reported provided the station has achieved a minimum sign-on/sign-off ADI TV Household rating of 1 based on the Daypart Audience Estimates Section of the November, February, and May Television Market Reports. This same qualification is used for the on-line and published Weekly Meter Reports.

The Daily Daypart Summaries are derived by averaging and combining the daily quarter-hour estimates. Average quarter-hour estimates are summarized for HUT and each station for up to 24 daypart segments.

Daily Meter Reports are accessible via CYBERNET, a Control Data Corporation time-sharing computer network. For additional information regarding report retrieval, refer to the *Meter Service User's Guide*.

## THE WEEKLY METER REPORT

Estimates appearing in Arbitron Weekly Meter Reports are derived from the Daily quarter-hour estimates. Weekly Reports provide ADI television household rating estimates by time period, by program, and by daypart.

The Time Period Section presents weekly estimates by quarter-hour in the following sequence: Saturday and Sunday, 6:00AM-2:00AM; individual weekdays, 4:00PM-2:00AM; and Monday-Friday averages, 6:00AM-2:00AM. For each quarter-hour, the following ADI estimates are reported: (1) station ratings and HUT for the current week and up to three previous weeks, (2) station share for the current week, and (3) four-week average station ratings and HUT. When a station has telecast different programs across weeks, a program rating or a multi-week average quarter-hour rating is reported for each program.

The Program Audience Section shows average quarter-hour estimates for all programs telecast more than one quarter-hour during the current week. Average quarter-hour ADI television household ratings and shares are reported for each day the program is telecast with the number of quarter-hours upon which these averages are based.

The Weekly Daypart Summary consists of average quarter-hour HUT, station ratings, and station share estimates for the current week. Up to 44 daypart segments are reported.

The printed Weekly Reports, containing Time Period and Program Audience estimates, are mailed each Tuesday for the previous Saturday through Friday report week. The Daypart Summary and Program Audience reports are accessible via CYBERNET on Monday following the report week.

## METER/DIARY INTEGRATED TV MARKET REPORT

The Arbitron Television Market Report is based upon both Meter and Diary measurement.

Meter Measurement provides the Metro and ADI television household viewing levels for both individual station and households using television (HUT) estimates.

A combination of Meter and Diary Measurement is the basis for ADI demographic audience estimates.

Diary Measurement provides all information, household and demographic, for the portion of the Total Survey Area outside the ADI.

**The following estimates are based solely upon Meter Measurement:**

1. Metro Rating Area multi-set and UHF penetration estimates.
2. ADI multi-set and UHF penetration estimates.
3. ADI age of head of household distribution estimates.
4. Metro and ADI average total installed meter households. (Average total installed households are those with meter equipment installed; some of these households are not capable of reporting because households are in test, in repair, in checking, etc. Average total installed also does not include the normal change of households added, for 30 days, to Average Daily Installed for contractual purposes.)
5. Metro and ADI average On-Line Installed households. (The average number of households available for daily reporting; it excludes households which are in test, in repair, in checking, etc.)
6. Metro and ADI meter reporting households for average daily in-tab. To determine the average in-tab for meter ADI household estimates based on two or three survey weeks, sum the in-tab for the weeks included and divide by the number of weeks.
7. Average weekly in-tab for meter cumes.
8. Metro Rating Area TV household ratings, shares and HUTs.
9. ADI TV household ratings, shares and HUTs.
10. Metro TV household Standard Error Thresholds.
11. ADI TV household Standard Error Thresholds.



The following estimates are based upon the combined results of Meter and Diary Measurement:

1. Total Survey Area multi-set and UHF penetration estimates.
2. Metro and ADI audience percent distribution estimates.
3. ADI demographic rating and Persons Viewing Television (PVT) estimates.
4. All Total Survey Area estimates, including TV household cumes.
5. TSA TV household Standard Error Thresholds.

The following estimates are based solely on Diary Measurement:

1. Sample demographic characteristics, projections, percentages and diary in-tab.
2. Total Survey Area age of head of household distribution estimates.
3. Four-week diary sample placement, in-tab and Effective Sample Bases.
4. County-by-county diary in-tab.
5. ADI and TSA demographic estimate Standard Error Thresholds.

The standard Television Market Report station qualification criteria are applied, and are based upon diary measurement.

The following estimates are not currently available for markets with meter and diary measurement.

1. Average quarter-hours viewed per week.
2. TSA demographic cume estimates.
3. Adjacent ADI percent distribution.

## STANDARD ERROR ESTIMATION

The formula for Standard Error estimation should be used for persons estimates only. Estimated sampling errors (at one Standard Error) are provided on page INT-4A of the Meter/Diary integrated TV Market Report for selected meter household ratings (1, 2, 3, 5, 7, 10, 15, 20, 25, 30, 40 and 50) and numbers of quarter-hours in the rating (1, 4, 10, 20, 40, 80 and 120). The table is based on the average daily ADI in-tab for the four weeks reported. Estimated sampling errors for other rating sizes and/or quarter-hour combinations can be obtained by table interpolation or by the following formula:

$$\sigma (1 \text{ Standard Error}) = \sqrt{\frac{p(100-p)}{n(SE_t)}}$$

Where:

- p = Meter household rating (or HUT)
- n = Average daily in-tab sample size for week(s) corresponding to rating estimate.

$SE_t$  = Statistical Efficiency adjustment factor. This factor varies depending upon the total number of quarter-hours (t) on which the rating is based (e.g., for a five-day average rating for a one-hour program, t = 20).  $SE_t$  is computed by entering value of "t" into the following formula:

$$SE_t = A + \frac{B(t)}{1 + (t-1)C}$$

Where A, B, and C are constants with their values set as follows:

$$A = .9378; B = .0622; C = .0032$$

**Note:** The formula for  $SE_t$  is an adaptation of the formula originally developed for diary rating estimates (see *Arbitron Replication: A Study of the Reliability of Broadcast Ratings* — Appendix B for formula derivation).

Relative Standard Error Threshold estimates for both households and persons estimates are contained in the Time Period and Program Audience sections of this report, and in the **Table of Threshold Estimates**. It should be kept in mind that due to the factors discussed in "Limitations," the accuracy of Arbitron measurements, data or reports and their statistical evaluators cannot be determined to any precise mathematical value or definition.

# IX. RELIABILITY OF ARBITRON TELEVISION AUDIENCE ESTIMATES

**RELIABILITY** The reliability of Arbitron Television audience estimates is indicated by the amount of *sampling error* around these estimates. Sampling error reflects the extent to which a survey result is subject to variation due to the nature of the sample provided. Additionally, the user must keep in mind that due to the factors discussed in Section XI (Limitations) of this book, the accuracy of Arbitron measurements, data or reports cannot be determined to any precise mathematical value or definition.

Sampling error is expressed in terms of a *numerical range* around a survey estimate within which you can be confident that the true population value would fall if a complete census of the survey area — conducted in the same manner and with the same care as the survey — had been undertaken.

The procedures for determining reliability to be discussed in this section apply to all Arbitron audience estimates with the following exceptions.

1. Shares (Metro, ADI and Trends).
2. Estimates of viewing in Adjacent ADIs as reported in the Daypart Summary.

While replication analyses have not been specifically conducted for estimates appearing on the HUT/PVT/TOT line, available evidence and statistical theory indicate that the procedures described for determining reliability are equally applicable to these estimates given their inherent limitation as described above and in Section XI of this book.

**EFFECTIVE SAMPLE BASE (ESB)** The size of a simple random selection which would provide about the same standard error as the actual sampling plan and methodology on which the survey result is based. Effective Sample Bases for metro, ADI and TSA estimates of one quarter-hour duration across four weeks are found on page INT-3 of each Local Market Report. For other estimates, use the following formula to determine ESB:

$$ESB = n \left( \frac{SE}{WF} \right)$$

**Where:**

n = in-tab count of households or persons in a demographic category, from page INT-3 of the Market Report.

SE = Statistical Efficiency for the time period and demographic category, from the Table of Statistical Efficiencies on the inside back cover of the Market Report. (An explanation of the Statistical Efficiency value is presented below.)

WF = Weighting Factor for individual markets, from page INT-3 of the Market Report. (An explanation of the Weighting Factor is also presented below.)

**STANDARD ERRORS** An approximation of sampling error around an estimate is indicated by the statistic *Standard Error (σ)*. The formula for calculating the approximate Standard Error of Arbitron Television audience estimates is shown below:

$$\sigma = \sqrt{\frac{p(100-p)}{ESB}}$$

**Where:**

p = audience estimate expressed as a rating.

ESB = Effective Sample Base (see above)

**Note** In order to calculate an approximation of the Standard Error around a TSA projection, the projection must first be converted to a rating by dividing by the appropriate population base from page INT-3 of the Market Report. The resulting Standard Error, which is expressed relative to that rating, can be converted to a projection by multiplying it times the same population base.

**EXAMPLE OF STANDARD ERROR CALCULATION** Women 18-49, 10:00AM-11:00AM, each day Monday-Friday (20 quarter-hours).

**Where:**

p = ADI rating of 7

n = 380 (from page INT-3)

SE = 1.8 (from SE table)

WF = .99 (from page INT-3)

Effective Sample Base

$$ESB = 380 \times \frac{1.8}{.99}$$

$$ESB = 692$$

## One Standard Error

$$\begin{aligned}
 (\delta) &= \sqrt{\frac{7 \times (100 - 7)}{692}} \\
 &= \sqrt{\frac{651}{692}} \\
 &= \sqrt{.941} \\
 &= 1.0
 \end{aligned}$$

The One Standard Error of  $\pm 1.0$  means that we can be certain that if repeated samples were taken, the rating for this time period and demographic group would fall between 6.0 and 8.0 68 times out of 100. We can also say that we are 68% confident that the result of a full census would fall within this range. To determine the range in which repeated samples would fall 95.5 times out of 100 (Two Standard Errors), multiply the One Standard Error value by *two*.

**APPROXIMATE SAMPLING ERROR FOR ESTIMATES AVERAGED OVER LESS THAN FOUR WEEKS**/The only component of the Standard Error formula which differs for estimates of less than four weeks is *n*, the in-tab sample size.

For household audience estimates, weekly in-tab sample sizes are presented on page INT-3 of the Market Report. If the household estimate under consideration is based on less than the full four-week survey, the proper in-tab sample size to use in these formulas is the *sum* of the weekly in-tabs for the weeks covered by the estimate.

For demographic audience estimates, four-week total in-tab sample sizes are presented on page INT-3. To determine the sample size for audience estimates covering less than four weeks, multiply the total in-tab by *three-fourths* for a three-week estimate, *one-half* for a two-week estimate, or *one-fourth* for a one-week estimate.

To use the Standard Error calculation example presented above (ADI rating of 7 for Women 18-49), for a program broadcast for *three weeks* rather than four, simply reduce the four-week sample size of 380 to a three-week sample size.

To do this, multiply 380 by three-fourths (i.e.,  $\frac{3}{4}$  or .75) and use the resulting number as *n* in the formula.

$$n \text{ (three weeks)} = .75 \times 380 = 285$$

The number 285 is used as *n*, rather than 380. All other numbers in the example do *not* change.

**STATISTICAL EFFICIENCY VALUES**/Statistical Efficiency (SE) values were developed from the Arbitron National Replication Study. They are presented in a table on the inside back cover of each Market Report. An explanation of how to select the proper Statistical Efficiency value is presented with the table.

The Statistical Efficiency is a ratio of the theoretical sampling Variance (Standard Error squared) around an audience estimate to its actual sampling Variance, as determined by the National Replication Study.

For further information on this study, you are referred to the book, *Arbitron Replication: A Study of the Reliability of Broadcast Ratings*. Copies of the study have been distributed to most commercial stations.

**STANDARD ERROR WEIGHTING FACTORS**/In order to adjust the National Statistical Efficiency factor to reflect individual market survey conditions, the Standard Error Weighting Factor, found on page INT-3 of the Market Report, is applied.

This weighting factor is a result of Arbitron's Ten Market Replication Study which was conducted to validate, on a local market basis, the results of the National Replication Study. Dividing the National Statistical Efficiency by the weighting factor makes the National Replication Study applicable to the individual market and survey. Separate weighting factors appear for the ADI and TSA; for Metro estimates, simply use the ADI Weighting Factor.

This weighting factor has been calculated by the following formula:

Weighting Factor =

$$\left( \frac{\text{Total In-Tab Households}}{\text{(Total Television Households X W)}^2} \times \text{Constant A} \right) - \text{Constant B}$$

$\Sigma \text{ HPDV}^2$

Where:

HPDV = The Homes Per Diary Value of each home.

W = Number of weeks in the reported period.

Constants	A	B
ADI	= 1.631	0.832
TSA	= 0.878	0.061

**RELATIVE STANDARD ERROR/**Relative Standard Error is simply another way of looking at the sampling error around an Arbitron Television audience estimate. Rather than indicating the *absolute* size of the sampling error, Relative Standard Error indicates the degree of Standard Error around the estimate as a *percent of the estimate itself*.

To calculate the percent of Relative Standard Error for an estimate, simply divide the Standard Error by the estimate and multiply by 100, or use the following complete formula.

$$\text{Relative Standard Error} = \frac{\sigma}{p} \times 100 = \frac{\sqrt{\frac{p(100-p)}{n \left( \frac{SE}{WF} \right)}}}{p} \times 100$$

Using our previous example of a rating of 7 for Women 18-49, 10-11AM (Monday-Friday)

$$\begin{aligned} \text{Relative Standard Error} &= \frac{1.0}{7.0} \times 100 \\ &= .14 \times 100 \\ &= 14\% \end{aligned}$$

We say then, that the *Relative Standard Error* of the rating of 7 is, in this case, 14%.

**RELATIVE STANDARD ERROR THRESHOLDS/**Another way of looking at Relative Standard Error is through the use of thresholds. The threshold principle provides the user of survey information with the simplest method of evaluating the reliability of the massive amounts of information in each report. For this reason, Relative Standard Error Thresholds were chosen to meet the Electronic Media Rating Council requirement that audience measurement companies indicate the degree of sampling variation in published estimates.

Threshold estimates appear in two places: at the top of each page of the Time-Period and Program Audience sections, and in the Table of Threshold Estimates in each Market Report.

Thresholds are calculated at one standard error (68% confidence level) as specified by the Electronic Media Rating Council. With the exception of the Week-by-Week ADI TV Household Ratings columns, the threshold estimates at the top of the Time-Period and Program Audiences sections assume a duration of one half hour aired for four weeks. The Table of Threshold Estimates permits determination of relative sampling error thresholds for common quarter-hour combinations for one-, two-, three-, or four-week estimates.

**HOW TO FIND THE CORRECT THRESHOLD ESTIMATE/**For estimates in the Time-Period and Program Audiences sections that represent a half-hour broadcast all four survey weeks (or a single week for Week-by-Week ADI TV Household ratings), simply use the threshold estimate at the top of the column in which the audience estimate is printed.

For all other estimates, use the Table of Threshold estimates.

**To use the table:**

1. Find the *number of survey weeks* on which the audience estimate is based, or in the case of Program Audiences estimates, the number of weeks the program was broadcast. Then go to the appropriate section of the table.
2. Find the survey area (ADI, TSA, or Metro) which the audience estimate represents. Go to the appropriate section of the table.
3. Find the number of *quarter-hours* the audience estimate is based upon in a single week. For example, if a program was on for a half-hour in each of three weeks (six total quarter-hours), the number of quarter-hours to use is *two* (six quarter-hours divided by three weeks). Go to the appropriate quarter-hour column in the table.
4. Move down the column of Relative Standard Error thresholds to the appropriate *demographic group*.

**WHAT THE THRESHOLD MEANS/**Once a specific threshold is found, it can be compared with an audience estimate to approximate the Relative Standard Error of that estimate.

1. If the audience estimate is *larger* than the *25% threshold*, the *sampling error* around the estimate is *less than 25% of the estimate itself*.
2. If the audience estimate is *smaller* than the *25% threshold* — but *larger* than the *50% threshold* — the *sampling error* around the estimate is *between 25% and 49%* of the estimate itself.
3. If the audience estimate is smaller than the *50% threshold*, the *sampling error* around the estimate is greater than 50% of the estimate itself.
4. If the audience estimate is *equal* to the 25% or 50% threshold, the sampling error around the estimate is *about 25% or 50%*, respectively, of the estimate itself.

For example:

If:	Threshold	25%	5
		50%	3

Then, for audience estimates of:

- 1 or 2 { Percent of error around estimate is more than 50% of the estimate.
- 3 { Percent of error around estimate is about 50% of the estimate.
- 4 { Percent of error around estimate is between 25% and 50% of the estimate.
- 5 { Percent of error around estimate is about 25% of the estimate.
- 6 or more { Percent of error around estimate is less than 25% of the estimate.

In using Threshold estimates, the user should keep in mind that due to the factors discussed in the "Limitations" section of this book, the accuracy of Arbitron measurement, data or reports cannot be determined to any precise mathematical value or definition.



## X. GLOSSARY OF ARBITRON TERMS

**ADI (Area of Dominant Influence)/** An exclusive geographic area consisting of all counties in which the home-market commercial stations and satellite stations receive a preponderance of total viewing hours.

**ADJACENT ADI/** Areas of Dominant Influence which are adjacent to the home-market's ADI and which are serviced by the home-market stations. Where more than three adjacent ADIs lie within the home-market's TSA, selection of the three to be reported is based on an analysis of home-market stations' net weekly circulation in each adjacent ADI. The ADIs to which each county in the TSA has been assigned are identified by codes which appear above the county listing; and counties with the code "0" lie within the ADI of a market which is not reported in this publication.

**AVERAGE QUARTER-HOUR AUDIENCE/** (See Quarter-Hour Audience)

**CABLE-ORIGINATED PROGRAMMING SERVICE/** A service which provides to local cable systems, programming which is not transmitted over the air.

**CABLE SUBSCRIBERS/** An Arbitron estimate of the number of television households receiving one or more cable services based on information gathered from cable systems, trade publications, television stations, other accepted industry sources together with information contained in the in-tab diaries from the previous broadcast year.

**CABLE SYSTEM/** A distribution service designed to deliver, via cable connection to television households, programming from specified television stations and other originating services. Each distinct carriage of stations/services is considered to be a separate system.

**CUME/** For each reported home-market station (or for all viewing in the case of total market cumes), an estimate of the number of different television households or different resident persons within those households that view at least once during the average week for five minutes or more during the reported Daypart. This is an unduplicated or cumulative estimate of circulation.

**EFFECTIVE SAMPLE BASE (ESB)/** The size of a simple random sample which would provide the same standard error as the actual sampling plan and methodology on which a survey result is based. The Effective Sample Base depends not only on the number of diaries tabulated, but

also the number of quarter-hour observations the estimate represents, the demographic group represented by the estimate, and the degree of weighting applied to the sample to reduce bias.

**GROUP QUARTERS/** All persons not living in households are classified as being in group quarters. Population in group quarters includes, for example, persons living in college dormitories, homes for the aged, military barracks, rooming houses and institutions. Because Arbitron's sampling frame is not designed to include group quarters, most persons living in group quarters are not included in the Arbitron sample.

**HOME COUNTY/** The county in which a station's city of licence is located. (See Metro)

**HOME STATION/** Any station licensed to cities located within the Metro, Home County and/or ADI of the market being reported. For reporting qualification, see "Criteria for Reporting Stations."

**HOUSEHOLDS USING TELEVISION (HUT)/** The estimated percent of television households with at least one television set turned on for five minutes or more during an average quarter-hour, as reported for the ADI, Metro or Home County.

**IN-TAB SAMPLE/** The number of television households, or persons within those households, whose reported viewing is tabulated in producing the report. In-tab sample includes television households which returned diaries and selected Planned-No-Viewing households.

**LOCAL CABLE SYSTEM-ORIGINATED PROGRAMS/** The programs originated by a cable system which usually refer to live broadcasts of news, local government, community activities or high school sports, and may include commercial syndicated programs, including movies.

**METRO (or Home County)/** Metros, where applicable, generally correspond to Standard Metropolitan Statistical Areas (SMSA) as defined by the U.S. Department of Commerce, Office of Federal Statistical Policy and Standards, subject to exceptions dictated by historical industry usage and other marketing considerations such as channel allocations. (Home market Metro counties are indicated in the listing by an "M" preceding the county name.) Where there is no defined ADI, ratings may be shown for the Home County of the station's city of license. The Home County is indicated in the listing by an "H" preceding the county name.

**MULTI-SET TVHH**/An Arbitron estimate of the number of television households with more than one television set, based on information obtained in the diary placement interview.

**NET WEEKLY CIRCULATION**/An estimate of the number of unduplicated television households which viewed a station for at least five minutes at least once during the week.

**NON-ADI STATION**/Any station whose home market is not qualified to be an ADI. For reporting qualification, see "Criteria for Reporting Stations."

**ORIGINAL SAMPLE**/The estimated number of television households originally drawn for the survey.

**OUTSIDE STATION**/Any station which is reported as a home station in another television market is an Outside Station. For reporting qualification, see "Criteria for Reporting Stations."

**PERSONS VIEWING TELEVISION**

**(PVT)**/The estimated percent of all persons (residents and visitors) viewing television for five minutes or more during an average quarter-hour, as reported for the ADI.

**PLANNED-NO-VIEWING-HOUSEHOLDS**/Television households which indicated at the time of the diary placement interview that no television viewing would occur during the survey week, and which did not return a usable diary.

**PERCENT DISTRIBUTION**/The proportion of TSA television households viewing a home-market station (or all home-market stations in the case of total percent distribution), within specified survey areas. Percent Distribution of 100 will appear as 99.

**PROJECTION**/The expansion of sample statistics to household or population information in the respective universe. Estimates of households tuning and persons viewing in a specific sex/age group are projected and rounded to the nearest thousand. A projection of less than 500 for a specific category will not be printed. This blank is not intended to imply that no viewing occurred.

**QUARTER-HOUR AUDIENCE**/An estimate of the unduplicated audience having viewed a station for a minimum of five minutes within a specific quarter-hour. These quarter-hour total audiences when combined into larger time periods become Average Quarter-Hour Audiences.

**RATING**/The estimated percent of television households, or persons within those households, tuned to a particular station for five minutes or more during an average quarter-hour of the reported time period for the ADI, Metro or Home County. If the rating is estimated to be less than .05 for a time period or program, the space is left blank; this blank is not intended to imply that no viewing occurred.

**RELATIVE STANDARD ERROR**

**THRESHOLDS**/The thresholds indicate the approximate relative degree of variations due to sampling error in the audience estimates reported. Thresholds are shown for two levels of relative error: 25% and 50%. One Standard Error (1 $\sigma$ ) is used in the calculation of thresholds.

**SATELLITE STATION**/A Station that duplicates some or all of the programming of a parent station in order to serve an area not normally reached and that is assigned separate call letters and channel number by the FCC. In its regularly issued Television Market Reports, Arbitron combines the audiences of "satellite" stations with those of the "parent" station under certain conditions. For reporting qualifications, see "Criteria for Reporting Stations."

**SHARE**/The percentage of the total Households Using Television (HUT) and Persons Viewing Television (PVT) reached by a station during a specified time. Shares of 100 will appear as 99.

**STANDARD ERROR**/The Standard Error provides a measure of the sampling variability that may occur because audience estimates are derived from only a sample of TV households instead of a complete census. The one Standard Error value is interpreted to mean that there are 68 chances out of 100 that a complete census would yield a rating estimate in the range defined by adding and subtracting the one Standard Error value about the estimate (e.g., if rating estimate = 10 and one Standard Error = 1.5, then we can be 68% confident that a complete census would yield a corresponding rating in the range 8.5 to 11.5). The statistical reliability of audience estimates is also subject to all factors described in the section of this report entitled "Limitations".

**TELEVISION HOUSEHOLDS (TVHH)**/An Arbitron estimate of the number of households (including those on military installations) having one or more television sets. Seasonally or periodically occupied housing units are not included. Therefore, the actual number of Television Households that are occupied from survey period to survey period may vary.

**TOTAL (TOT)**/The sum of estimated average quarter-hour viewing in the Total Survey Area to the home stations, by households and demographic categories. This "Total" excludes viewing to home stations whose audiences were below minimum standards, outside and non-ADI stations.

**TOTAL HOUSEHOLDS**/An updated estimate based on 1980 Census provided by Market Statistics, Inc. These estimates are projected to January 1, 1983 and include households in military installations. Seasonally or periodically occupied housing units are not included. Therefore, the actual number of Total Households that are occupied from survey period to survey period may vary.

**TOTAL SURVEY AREA (TSA)**/A geographic area comprising those counties in which, by Arbitron estimates, approximately 98% of the Net Weekly Circulation of commercial home-market stations occurs, exclusive of counties located outside the local market area reached solely by sky satellite transmission. All TSA estimates are reported in thousands.

**UHF TV HH**/An Arbitron estimate of the number of television households having a television set equipped to receive Ultra-High Frequency (UHF)-channels, based on the in-tab diary sample.

**UNIVERSE**/All television households (including those on military installations) and Persons 2+ in those households and group quarters in the measured area. Total households and population estimates are based on Census, projected and updated annually by Market Statistics, Inc. and reduced by Arbitron by the application of a television household penetration estimate.

**WORKING WOMEN**/A female age 18+ who works outside the home 30 or more hours per week.

# XI. LIMITATIONS

In addition to the sources of possible errors described elsewhere in this report, the user should be aware of the limitations described below:

## LIMITATIONS OF METHODOLOGY — DIARY SYSTEM

1. Non-responding television households may have viewing habits which differ from those of respondents. Similarly, the viewing habits of non-telephone households or those not listed in telephone directories may vary from those of households which have telephones and are listed in directories.
2. Non-responding and non-telephone households prevent both the original designated sample and in-tab TV households from being a pure probability sample.
3. The sample design and/or response patterns (including those markets where special diary placement and/or viewing data retrieval are utilized) may preclude full participation of certain groups within the population such as certain ethnic groups, households in certain low-income areas or less educated groups or households whose primary language is other than English. Such households may not be adequately represented in reported audiences because sufficient usable diaries may not have been obtained from them. These factors may be significant to the extent that television set ownership and/or viewing habits of these groups differ from those of other groups.
4. It is possible that human and/or computer processing errors may occur after the diaries are received by Arbitron. Consequently, the degree of variance in the data may be greater than that expected from sampling variation alone.
5. Logical analysis, pre-processing preparation or ascription of the data may affect some of the diary viewing entries before the data are projected. Some diaries, or portions thereof, may be checked by post-survey telephone validation calls to diarykeepers, and diaries, or portions thereof, may thereby be modified or excluded from the survey.

6. Arbitron conducts research involving new methods of improving television households' cooperation and/or securing additional information from sample households. Occasionally, a portion of this research may be performed in conjunction with actual surveys, and when so done, may cause the degree of variance in the data to be greater than that expected from sampling variation alone.

7. Trends, as reported in the market report, may not necessarily reflect actual audience changes within the market, over a period of time, due to 1) changes in Arbitron methodology, e.g., implementation of ESF, Differential Survey Treatment, or personal placement and retrieval techniques in sampling, etc; 2) changes in station operation/facilities; 3) population updates and/or change in market survey definitions; 4) occurrence of "Special" Station Activities and/or 5) other variables not within the control of Arbitron.

Arbitron makes no warranties, express or implied, concerning the present or future methodology employed by Arbitron in producing Arbitron ratings, or the data estimates contained herein. All Arbitron data or estimates represent only the opinion of Arbitron and reliance thereon or use thereof is at the subscriber's own risk.

## LIMITATIONS OF DATA GATHERED BY ARBITRON — DIARY SYSTEM

1. The sample is generally drawn from households listed in telephone directories, which eliminates non-telephone households and telephone households not listed in the directory, unless ESF is used in the market. Commercial establishments are also excluded from the sample. Households on military installations as well as students and residents at educational and other institutions may not be listed in telephone directories. All available current telephone directories may not have been included in the list prepared by Metro-mail, which is used as Arbitron's sample frame.
2. Diaries, or portions thereof, may not be completed properly if the diary instructions are not understood or are not followed. Such diaries may thereby be excluded from the survey. Some diary entries may have been made on the basis of hearsay, recall, the estimate of the diarykeeper, or could have been influenced by comments made by the interviewer or others to survey respondents.

**3.** Data from the Advertising Research Foundation and Market Statistics, Inc. are subject to defects and limitations such as sampling, processing, and recording errors. In addition, for those years between decennial census dates, Census data are updated based upon a sample which is significantly smaller in most regions than that employed by Arbitron. Market Statistics, Inc. utilizes published government figures in estimating and updating population for individual counties. These defects and limitations in data from the Advertising Research Foundation and Market Statistics, Inc. are inherent in Arbitron estimates based thereon.

**4.** The data upon which Arbitron has based its Returned Sample Weighting may not be precise.

**5.** Certain data, such as when the station was on and off the air, program title telecast, and nonduplication protection received are based on data supplied by the stations. These data may not be accurate.

**6.** The cable subscriber data upon which Arbitron has based its Cable Household Weighting may not be precise.

Arbitron makes no warranties, express or implied, concerning data gathered or obtained by Arbitron from any source.

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### **METER SYSTEM LIMITATIONS**

**1.** The sample, from which the Meter Panel was selected, was established through a process that begins with the drawing of field locations and housing units based upon a special sampling frame developed for Arbitron by Metromail.

**2.** It is possible that during the field listing operations some households place limitations on the extent to which the Meter Panel can be considered a true probability sample.

**3.** Non-cooperating and non-reporting households place limitations on the extent to which the Meter Panel can be considered a true probability sample.

**4.** Non-cooperating and non-reporting households may have some effect on the survey results to the extent that the television viewing habits of non-cooperating and reporting households differ from cooperating and reporting households.

**5.** The sample design and/or cooperation pattern and reporting characteristics may preclude proper representation of certain household groups within the population. Such households may not be fully represented in the reported audience estimates because the installation of meters on their television sets was not allowed by the household. These factors may be significant to the extent that television set ownership and/or viewing habits of these groups from those of other groups.

**6.** Data from the Census and Market Statistics, Inc. are subject to defects and limitations such as sampling, processing and recording errors. In addition, for those years between decennial Census dates, Census data are based upon a sample which is significantly smaller in most regions than that employed by Arbitron; Market Statistics, Inc., utilizes published government figures in estimating population for individual counties. These defects and limitations in the Census Market Statistics, Inc. data are inherent in Arbitron estimates based thereon.

**7.** The household data upon which Arbitron has based its Sample Weighting may not be precise.

**8.** It is possible that during installation of the meter system at any individual household certain electronic settings were not made with the precision that would ensure the correct reporting of television on-off status and/or station tuned.

**9.** For technical reasons, metering equipment may not be installed on all television sets in Meter Panel Households. (See Section VIII, Multi-Set Households.)

**10.** Logical analysis and preprocessing preparation and ascription data may affect some of the television on-off and/or station tuning data before the estimates are published.

**11.** The meter system reports television set use and station tuning. No information is available from the meter system which would indicate whether or not a television set is actually being watched.

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### **CONFLICTING LIMITATIONS**

To the extent that any provisions contained in this "Limitations" section are inconsistent or conflict with any provision contained in the "Special Notices" of individual Television Market Reports, such special notices should be deemed to supercede and/or amend the Limitations.



## **XII. RESTRICTIONS ON USE OF TELEVISION REPORTS**

Arbitron Television Reports contain data and estimates proprietary to Arbitron and are provided to Arbitron clients pursuant to the terms of written License Agreement between Arbitron and such clients. The data and estimates contained in the report are for the exclusive use of Arbitron clients and their authorized representatives and may be disclosed only to advertisers and/or their agencies who have a bona fide business interest in the data contained herein. For an Arbitron client to divulge the contents of this report to a non-subscribing station, or to lend and/or give a copy and/or a reproduction of any part of any report to any non-subscriber, including advertisers and/or their agencies, constitutes a breach of the license agreement between Arbitron and each of its clients. Quotation by clients of the estimates contained in this report as allowed by the preceding sentence for purposes of advertising or promotion, must identify Arbitron as the source.

Arbitron recommends that the appropriate market, survey period, survey area, time period, and kind of audience estimate (e.g., Your City, May 1980, Total Survey Area, Monday-Friday, 8PM-9PM, average quarter-hour estimates, Men 18-49) be stated and that it be mentioned that the audience estimates are subject to the qualifications and limitations stated in the Arbitron report.

Users of this report are referred to the current policies of the Federal Government relating to the use of audience estimates. Neither this report nor any of its contents may be used in any manner by non-clients of Arbitron without written permission from Arbitron.

# XIII. DIARY SECURITY, DISTORTIONS AND FTC GUIDELINES

## DIARY SECURITY

Arbitron has established several procedures and policies in an effort to enhance the integrity of Arbitron audience estimates. There have been attempts to tamper with the audience measurement samples which might affect the reported audience estimates.

1. Arbitron will not knowingly include in its samples station owners, station employees and their families, and network personnel and their families.
2. Arbitron developed procedures to help to ensure that households selected for surveys have indeed received their diaries. If the diaries have not been received by the proper household but are subsequently returned to Arbitron, those diaries will be excluded from the survey and will not be used for any market's report.
3. Additional procedures have also been established to minimize the potential for diary tampering. These procedures, because of their purpose, remain confidential.

## RATING DISTORTION

Rating Distortion consists of activities which have a common characteristic related to their possible effect upon audience surveys. These activities could cause survey participants to record television usage in their diaries which exceeds their actual viewing.

Arbitron will delete from published Arbitron Television Reports the audience estimates for any station which engages in activities which Arbitron considers Rating Distortion. There is a clear distinction between promotions or contests which:

1. Attempt to increase actual listening to or viewing of a station, and those which
2. May affect the way in which diarykeepers record their listening or viewing without causing corresponding changes in actual listening or viewing.

Item #1 is permissible under the applicable FTC/FCC Policy if conducted on a regular basis during the course of the year. A special contest or promotion conducted by a station only during a survey period for the purpose of increasing its audience during the survey period violates the FTC/FCC "hypoing" regulations. Hypoing activities create the potential

for stations to represent to advertisers that audience levels achieved during rating periods are also achieved during non-rating periods. Such hypoing schemes should, in Arbitron's opinion, be dealt with by those federal agencies in accordance with their regulations and policies. Arbitron's new policy deals with Item #2, RATING DISTORTION activities, for which there appears to be no regulation. Arbitron considers RATING DISTORTION activity improper regardless of whether or not it is conducted on a regular basis throughout the year because it creates the potential for distortion of the ratings themselves.

## FTC GUIDELINES

### FTC Guidelines regarding deceptive claims of Broadcasting Audience Coverage (Issued July 8, 1965)

The Commission believes that . . . television and radio broadcasters, other persons selling advertising or broadcasting time or programs, advertising agencies, and advertisers should, in making claims based on survey results, or data, observe the following guidelines.

1. A person (or firm) making a claim concerning the size, composition or other important characteristics of a listening or viewing audience is responsible for seeing to it that the claim is truthful and not deceptive. If he bases his claim on the results of an audience survey, he assumes responsibility for interpreting the data accurately. Thus, he should not engage in activities calculated to distort or to inflate such data — for example, by conducting a special contest, or otherwise varying his usual programming, or instituting unusual advertising or other promotion efforts, designed to increase audiences only during the survey period. Such variation from normal practices is known as "hypoing".

It is also improper to cite or quote from a survey report or survey data in such a way as to create a misleading impression of the results of the survey, as by unfairly basing audience claims on results achieved only during certain periods of the broadcast day or on a survey of only a segment of the total potential audience.

**2.** Audience data are based on sample surveys not derived from complete measurements of audiences. As such, they are statistical estimates, and, at best, are of only limited reliability due to errors and distortions inherent in the statistical methods yielding such data. Claims as to audience coverage based on audience surveys should therefore be qualified in recognition of the fact that survey data are inherently imperfect. Any such claim should be accompanied by a disclosure that any figures cited or quoted are estimates only or are based upon estimates, and are not accurate to any precise mathematical degree unless based upon a true probability sample. Audience surveys are not in practice based upon true probability samples.

**3.** Such claims should not be based on data obtained in a survey that the person (or firm) making the claim knows or has reason to know was not designed, conducted, and analyzed in accordance with accepted statistical principles and procedures, reasonably free from avoidable bias and based on a properly selected sample of adequate size. Such claims should not be based on survey reports or data that do not reasonably reflect current audience coverage, either because the passage of time has made the data outdated, or because a later survey report encompassing essentially the same area has been published, or because of the entry or departure of a competitor, or for any other reason.

These guidelines are offered to broadcasters and others concerned for consideration in avoiding possible violation of the Federal Trade Commission Act.



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