

**Inside
the Arbitron
Television
Report**

Inside the Arbitron Television Report

This booklet is designed to provide you with more knowledge and skill when working with the Arbitron Television Market Report.

Whether you're selling, programming, planning, or buying, Arbitron Television hopes that you'll find the facts in this handbook valuable to you now and in the future.

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Inside the Report

Market Definitions

Total Survey Area

Definition:

- The geographic area composed of those counties in which at least 98% of the net weekly circulation of each home market station occurs

Values:

- Represents television's largest possible audience
- Demonstrates television's reach

Estimates for:

- Households and demographics in thousands

ADI (Area of Dominant Influence)

Definition:

- Reflects counties with dominant share of viewing hours to home stations

Values:

- Exclusive market definition
- National sales areas established by ADI's
- Standard definition for allocating advertising dollars
- Larger than Metro — smaller than TSA

Estimates for:

- Household rating and share
- Demographic ratings

Metro

Definition:

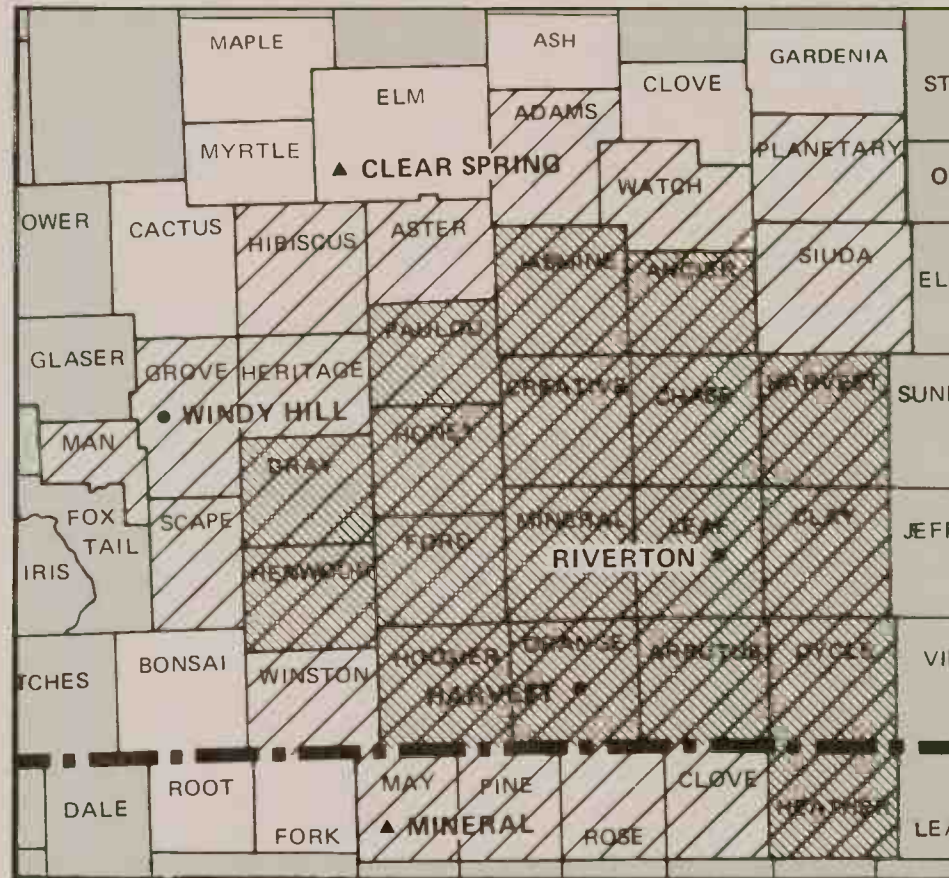
- Generally corresponds to Standard Metropolitan Statistical Area
- Subject to marketing considerations

Values:

- High concentration of population
- Relates to local advertisers
- Comparison for selling against newspapers
- Generally an area of equal opportunity for all home stations

Estimates for:

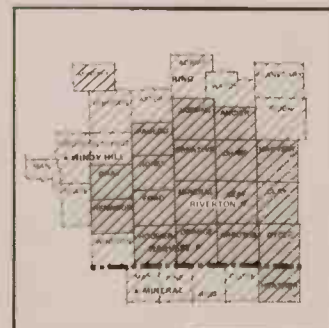
- Household rating and share



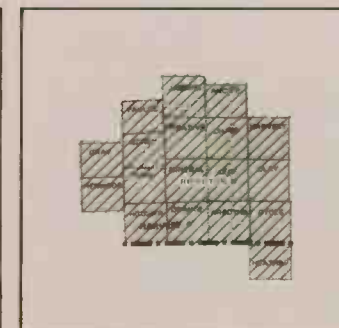
Total Survey Area



ADI



Metro



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Estimates of Households in Market

	TSA	Pct TV HH	ADI	Pct TV HH	Metro Rating Area	Pct TV HH
TOTAL HOUSEHOLDS	550,000		458,200		361,200	
TV HOUSEHOLDS	482,200	100	435,200	100	354,600	100
COLOR TV HH	367,500	76	283,100	65	257,300	72
MULTI-SET	208,200	43	190,600	43	189,800	53
CATV SUBSCRIBERS	105,300	22	92,400	21	50,700	14
UHF TV HH	97,300	20	62,100	15	50,200	14

Estimates of Households in Market

Estimates of Households in the Market is your guide to the different types of television households—color, multi-set, CATV, UHF—and includes *Total Households* (estimated number of all households, with or without television sets) and *Television Households* (estimated number of households equipped with one or more television sets).

Counties Included in Survey Area

Counties included in Survey Area is actually Arbitron's *report card* on our diary placement. It tells you:

- 1 All counties which make up the survey area.
- 2 In what ADI's the counties are located. (The Television Household ratings from these adjacent ADI's are found in the Day-Part Audience Summary.)
- 3 Begonia county is in the home ADI and Metro area as well.
- 4 142 TV Households in Begonia county returned diaries used in the tabulation of the report.
- 5 Orchid is a cable (CATV) county in which special CATV weighting was implemented. (Weighting compensates for any imbalance in diary returns which may occur between cable and non-cable households. Arbitron controls for cable in any county where there is cable penetration of 10-90%, and there are at

1 Counties Included in Survey Area

Key	ADI Assignment	TV HH In Adjacent ADI	Adjacent ADI Market
2	COUNTY IS IN HOME MARKET ADI		
1	COUNTY IS IN ADJACENT ADI 1	35,900	HIS CITY
2	COUNTY IS IN ADJACENT ADI 2	469,100	OTHER CITY
3	COUNTY IS IN ADJACENT ADI 3	160,700	THEIR CITY
0	COUNTY IS IN OTHER ADI MARKET		

2

ADI Key	CATV Pct	County	State	TV HH Estimates	TV HH In-Tab	ADI Key	CATV Pct	County	State	TV HH Estimates	TV HH In-Tab	
A		ARBUTUS	AX	6,100	6	2		HEATHER	AX	6,200	9	
3		ASTER	AX	7,800	15	3	23.4	HIBISCUS	AX	14,800	38	
0	21.0	AZALEA	AX	12,100	19	2	27.3	IRIS	AX	14,700	22	
AM	60.3	BEGONIA	AX	34,200	142	AM	18.5	MARIGOLD	AX	48,700	50	
3	15.5	CACTUS	AX	9,400	15	AM		MIMOSA	AX	271,700	275	
1	29.8	GARDENIA	AX	12,100	18	A		MYRTLE	AX	3,600	12	
						3	28.8	ORCHID	AX	29,500	28	
										TOTALS	482,200	691

3

4

5

6

7

least five cable and five non-cable in-tab households.)

6 28.8% of Orchid County's TV Households are on cable.

7 These codes indicate diary placement techniques which are different from the standard procedures:

*TR — Telephone Retrieval technique implemented in a High Density Black Area of Marigold County.

*PR — Personal Retrieval technique implemented in a High Density Spanish Area of Mimosa County.

Demographic Characteristics

Demographic Characteristics provide you with population characteristics for specific sex-age categories for the Total Survey Area and ADI. These estimates include only persons living in Television Households, and are based on total household projections and population estimates provided by Market Statistics, Inc.

1 This population projection means 140,600 Women 18-49 live in the ADI. If a station received a 10 ADI rating for Women 18-49, then it has approximately 10% of 140,600 or 14,060 Women 18-49 viewing within the ADI.

2 This percentage indicates that 140,600 Women 18-49 in the ADI are 22% of 639,600 (Persons 2+) and that there were 778 Women 18-49 in the sample used in the making of this report.

3 In what age group does the head of the household belong? This tells you. It's great for determining how young or old the market is.

In this case, there are 435,200 Total TV Households, of which 42% (182,789) have "heads" that are 55 years or older.

4 Sample Placement In-Tab shows you the estimated number of Television Households in the original computer drawn sample. It also breaks out figures for Television Households accepting diaries and the number of sample homes (TV HH In-Tab) actually used for this report.

5 Average Quarter-Hours Viewed Per Week in the TSA and ADI supplies you with television viewing estimates by all Households (with one or more sets), Men 18+ and Women 18+. Only those households which view at least one quarter-hour are included.

By calculating the Average Daily Hours, you'll have figures at your disposal to compare television viewing to that of other media:

Average Daily Hours:

	Households
TSA	142
ADI	136

Average Quarter-Hours per Week	=	Average Daily Hrs.
4 (No. Qtr.-Hrs./hr.) x		
7 (Days/wk)		

Answer: TSA = 5.1 ADI = 4.9

Demographic Characteristics

	MSI Est* Pct of Total	ADI Distribution in TV HH		In-Tab Sample Sizes
		Projections	Pct of Total	
PERSONS 2+	100.0	639,600	100.0	3,444
ADULTS 18+	73.1	467,900	73.1	2,504
PERSONS 15-24	20.4	130,500	20.4	522
PERSONS 12-34	39.7	254,100	39.7	1,246
WOMEN TOTAL	37.9	242,700	37.9	1,308
18-49	22.0	140,600	22.0	778
15-24	10.0	63,700	10.0	281
18-34	14.2	90,700	14.2	449
25-49	14.6	93,300	14.6	578
25-54	17.4	111,400	17.4	681
25-64	22.5	143,600	22.5	893
WRKNG	NA	58,100	9.1	319
MEN TOTAL	35.2	225,200	35.2	1,196
18-49	21.8	139,300	21.8	731
18-34	14.1	90,300	14.1	412
25-49	14.0	89,500	14.0	592
25-54	16.7	107,200	16.8	691
TEENS TOTAL	11.4	73,100	11.4	385
GIRLS	5.6	35,800	5.6	176
CHILDREN TOTAL	15.4	98,600	15.4	555
6-11	9.4	60,000	9.4	311

HOUSEHOLDS BY AGE OF HEAD OF HOUSEHOLD			
TOTAL	100.0	435,200	100.0
UNDER 35	28.5	124,032	28.5
35-54	29.5	128,384	29.5
55+	42.0	182,789	42.0

*Census estimates updated to January 1, 1976 by Market Statistics, Inc., based on estimates from Sales Management's 1975 "Survey of Buying Power."

NA - Updated Census data not available.

Sample Placement, In-Tab

	Est TV HH in Original Sample	TV HH Accepting Diaries	TV HH In-Tab
METRO RATING AREA	830	795	467
ADI (INCLUDING METRO)	1,066	860	516
BALANCE OF SURVEY AREA	646	484	175
TOTAL SURVEY AREA	1,712	1,257	691

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

VIEWED PER WEEK IN TSA BY HOUSEHOLDS 142.4 BY WOMEN 30.2 BY MEN 67.0
VIEWED PER WEEK IN ADI BY HOUSEHOLDS 135.6 BY WOMEN 82.9 BY MEN 63.0

ADI Market Data

TV Net Weekly Circulation

Station	Circulation	Pct	Station	Circulation	Pct
WAAA	696,000	34	WCCC	672,000	91
WBBB	562,000	76	WDDE	647,000	88

Chain Grocery Stores

Company Name	Number	Company Name	Number
A AND P TEA CO	23	BURGER DAIRY STORES	2
CITGO QUICK MARKS	1	DOLLY MADISON INC	1
EISNER FOOD STORES	9	GRAB IT HERE STORES	3
HAPPY FOOD STORES	9	JAY C STORE	4
K MART SUPER MARKET	4	KROGER CO	52
LIL GENERAL STORES	1	LINDEN BROS INC	29
HAIJK MARKET-NORTHEN	22	MARSH SUPERMARKETS INC	41
PLAYFAIR MARKET	1	MILITARY	2
OPEN PANTRY OF WESTERN	1	PRESTONS SUPER MARKETS	13
RAMADA CAMP INN FOOD S	1	STANDARD GROCERY STORE	45
STOP N GO FOODS INC	8	THRIFT-T-MART	14
VILLAGE PANTRY	72	WALTS SUPER MARKETS IN	3

Magazine and Newspaper Circulation

Magazine	Circulation	Pct	Magazine	Circulation	Pct
AM HPE	9,592	4.0	BET HO	39,968	16.9
COSMO	4,088	1.7	F CIRC	29,047	12.3
FARM J	35,743	15.1	FORTN	958	.4
GOMSK	27,209	11.5	LHJ	27,644	11.7
MCCL	30,315	12.8	N GEO	22,646	9.6
NEWSWK	9,472	4.0	NYRKR	723	.3
OTDR L	8,765	3.7	PLAY B	17,072	7.2
R OGST	84,571	35.7	RED BK	20,549	8.7
17	6,166	2.6	SPRIL	11,536	4.9
TIME	15,120	6.4	TRUE	4,251	1.8
TV GUI	61,574	26.0	USNEWS	9,161	3.9
VOGUE	952	.4	WO DAY	27,001	11.4

Paper	AM Circ.	Pct	PM Circ.	Pct
BEAT RICE SUN			9,595	4
COLUMBUS TELEGRAM			8,440	4
CONCORDIA BLADE-EMPIRE	N/A		N/A	
GRAND ISLAND INDEPENDENT			23,520	10
HASTINGS TRIBUNE			18,029	8
HOLDREGE CITIZEN			3,579	2
KEARNEY HUB			8,810	4
LINCOLN JOURNAL, STAR	25,268	11	43,010	18
YORK NEWS-TIMES			5,006	2

Sales Data

ADI Household	Per Cent of U.S.	AD Rank
Total Households	758,530	1.03
Television Households	738,100	1.05

	\$ AMOUNT (000)	
Effective Buying Income	10,594,955	18
Total Retail Sales	5,335,587	19
Food Store Sales	1,118,542	22
Supermarket Sales	1,102,988	22
General Merchandise Store Sales	975,814	18
Department Store Sales	808,859	18
Furn/Household Appliance Store Sales	280,624	23
Automotive Store Sales	1,107,087	18
Drug Store Sales	202,770	20

Census Data

Years School Completed	Number of Persons 18+	Occupation	Number of Persons 18+
Elementary (1-8 Years)	1,5104	White Collar	369,416
High School (1-4 Years)	1,38,941	Blue Collar	337,980
College (1 Year or More)	708,411	Farm Working	22,158
		Service Workers	9,438
		Unemployed	7,744

Value of Housing (Number of Owner Occupied Units)	Number of Households (Number of Households with)
Less Than \$10,000	37,841
\$10,000-\$14,999	181,752
\$15,000-\$19,999	74,830
\$20,000-\$24,999	48,337
\$25,000-\$29,999	31,485
\$30,000-\$34,999	18,771
\$35,000 and Over	4,784
Median Value	\$ 14,987

Family Income (Number of Families)	None	1	2	3 or More
Under \$1,000	42,850			
\$1,000-\$1,999	172,911			
\$2,000-\$2,999	144,822			
\$3,000-\$3,999	48,887			
\$25,000 and Over	21,850			
Median Income	\$ 16,180			

Chain Drug Stores

Company Name	Number	Company Name	Number
AYE WAY STORES	8	2455 DEPT STORES	4
B AND F DRUG INC	4	BELL'S PHARM	4
F AND F DRUGS	1	FAIRBANK DRUG	5
FERRANDO INC	3	GARY DRUG STORE	3
HARRIS DRUG CO INC	29	HIGHLAND VILLAGE	1
HEWLETT DRUGS INC	108	HOPE DRUGS INC	1
KEYSTONE VALUE PLUS PHCY	1	LINCOLN STORES	1
MAYSH DRUG STORES	8	MURKIN PHARMACEUTICALS	5
QUICK DRUG INC	10	OWL DRUGS OF ILL	1
REDFLEX	1	ROBT PHARMACY INC	1

Passenger Car Registrations

Manufacturer	1976	Model Year
	Number	Pct
American Motors Corporation	7.5	
Chrysler Corporation	11.7	
Ford Motor Company	28.7	
General Motors Corporation	34.4	
Other	4.8	
Total	108.1	

ADI Market Data

This section of your Arbitron Television Market report will provide you with two pages of useful information about the characteristics of your ADI, such as those shown below. It's excellent as your guide to potential spot sales and as a good overview of your own market.

*SOURCES:

Magazine and Newspaper Circulation — Circulation 76/77

Chain Drug Stores — National Association of Boards of Pharmacy

Chain Grocery Stores — Progressive Grocer Co.

Sales Data — Sales Management's "1976 Survey of Buying Power"

Census Data — Westat, Inc.

Day-Part Audience Summary

The Day-Part Audience Summary gives you the average weekly volume of viewer activity summarized by 18 day-parts. These averages have a number of different applications:

- Analyze audiences by time segments or program groups, such as late afternoon viewing by children (Monday-Friday 4:30-6PM) or early weekday news (Monday-Friday 6-7:30PM).
- Evaluate rotation schedules for gross audiences and reach/frequency potential.
- Compare all station coverage for Spill-Out into adjacent markets.
- Quick reference for determining what periods offer greatest potential for reaching a particular target audience.
- Indication of a station's ability to generate reach by broad day-part.

Before you start analyzing the Day-Part Audience, we should review the basic concepts concerning ratings, shares, and cumes.

A rating is either a percentage of the total number of television households, or percentage of persons in a particular sex-age category in the area. A Metro rating of 10 means that an estimated 10% of all Metro area television households were viewing the station during an average quarter-hour of the reported time period. An ADI rating of 10 for Women 18-49 means that an estimated 10% of Women 18-49 in the ADI were viewing the station during an average quarter-hour of the reported time period.

A rating's value lies in its utility as a yardstick by which the relative sizes of audiences on

different stations or in different time periods can be considered. It would be unfair, for example, to compare the number of households viewing a station in a large market with the number viewing a small market station. But a rating of "32" for each station indicates that the program is relatively as strong in one market as another, regardless of the number of households or persons viewing.

To develop an estimate of the number of viewing households in the ADI or Metro, or the number of persons viewing in the ADI, just:

- multiply the total number of Television Households in the ADI or Metro (whichever is applicable) by the household rating expressed as a percent.
- multiply the total number of people of the required sex-age group by the ADI demographic rating as a percent.

435,200 TV Households <small>Number found in Estimates of Households in Market Section</small>	X	.06 ADI TV Rating	=	26,112 TV Households viewing in ADI
140,600 Women 18-49 <small>Number found in Demographic Char- acteristic Section</small>	X	.02 Women 18-49 ADI Rating	=	2,812 Women watching in ADI during this time period

HUT (Households Using Television) is a rating, and is reported on the HUT/PVT (Persons Viewing Television)/TOT (Totals) line. It's the estimated number of households viewing all television stations during the reported time period, expressed as a percentage of the total number of television households in the ADI or the Metro area.

The figure represents unduplicated households because it includes multi-set households in which viewers may have been watching more than one station simultaneously with each household being 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.

Share of Audience is the percentage of the total viewing households viewing a particular station. The share is found by dividing the station's rating (either ADI or Metro) by the HUT. Because the share is based on HUT, which represents a number of unduplicated households, it is possible that the sum of the shares reported may exceed 100%.

There frequently is confusion between ratings and shares because each is a percentage. *Remember, the rating is a percentage of the total potential audience, all of whom may not be viewing at one time, and the share is a percentage of the estimated number of households viewing during the time period.*

Cume (cumulative) Audience of each station is reported only in the Day-Part Summary section. "Cume" is also referred to as "unduplicated" or "net" audience circulation or reach. It is the estimated number of different households or people, within the Total Survey Area which viewed the station at least once during the average week for five minutes or more for the reported day-part. Each reported household is counted only once, regardless of the number of times during the week it may have watched the station in the time period.

Day-Part Audience Summary

DAY-PART AND STATION	ADI TV HH		METRO TV HH		TOTAL SURVEY AREA, IN THOUSANDS (000)																					
	RTG	SH	RTG	SH	TV HH	PERSONS					WOMEN					WKG WMN	MEN					TEENS 12-17		CHILDREN		
						2+	18+	15-24	12-34	TOT 18+	18-49	15-24	18-34	25-49	25-54		TOT 18+	18-49	18-34	25-49	25-54	TOT	GIRLS	2-11	6-11	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
MON-FRI 7.00A -9.00A																										
WAAA	6	34	6	33	55	49	21	11	26	13	12	6	8	9	9	1	8	8	4	5	5	14	7	54	23	
WBBB	6	37	6	33	50	68	66	3	6	43	10	1	3	9	11	4	23	5	3	3	4			2	1	
WCCC	2	12	3	14	16	23	12	1	5	8	4	1	3	3	3		4	1	1	1	1	1		10	1	
WDDD	2	10	2	11	14	16	14	2	3	10	6	1	2	5	5	1	4	1	1	1	1			2	2	
WEEE	1	3	1	4	5	6	1		1	1	1		1	1	1									5	2	
WFFF	1	3	1	4	5	6	1		1	1	1		1	1	1									5	2	
HUT/PVT/TOT	18		18		140	202	114	17	41	75	33	9	17	27	29	6	39	15	9	9	11	15	7	73	29	
3.00A -NOON																										
WAAA	2	12	3	15	22	27	16	7	11	33	15	9	8	4	4	1	5	4	3	2	2			11	2	
WBBB	5	26	5	25	40	46	44	6	12	33	15	4	8	11	13	4	11	5	4	3	3			2	1	
WCCC	6	31	6	32	47	58	52	11	26	43	28	10	21	19	22	3	9	5	4	4	4	1	1	5	2	
WDDD	3	17	3	17	25	30	25	6	12	21	15	5	10	10	11	1	4	2	2	1	1			5	1	
WEEE	1	4	1	6	7	8	1		1	1	1		1	1	1									7	1	
WFFF	1	4	1	6	7	8	1		1	1	1		1	1	1									7	1	
WGGG	1	3	1	4	3	3			2	2	2	1	2	1	1									3	4	
HUT/PVT/TOT	13		19		149	178	140	31	64	111	70	25	50	46	52	5	29	16	13	10	10	1	1	37	7	

Day-Part Audience Summary

DAY-PART AND STATION	TSA CUMES (000)				TSA HH PER ADI RTG PT (00)	ADI RATINGS														PER CENT DISTRIBUTION					TV HH RTGS IN ADJACENT ADI'S											
	TV HOUSE HOLDS	WOMEN		MEN		ADI TV HH	PERSONS		WOMEN					WKG WMN	MEN				TNS TOT	CHILD	METRO	HOME ADI	ADJACENT ADI'S			ADJACENT ADI'S										
		18-49	18+				RTG	SH	15-24	12-34	TOT 18+	18-49	15-24		18-34	25-49	25-54	TOT 18+					18-49	18-34	25-49	25-54	12-17	2-6	6-11	#1	#2	#3	#1	#2	#3	
		26	27				28	29	30	1	2	31	32	33	34	35	36	37	38	39			40	41	42	43	44	45	46	47	48	49	50	51	52	53
MON-FRI 7.00A -9.00A																																				
WAAA	4	0	55	64	34	9	6	34	2	3	1	2	2	2	2		1	2	1	1	1	4	11	9	49	80	1	5	4	2	1	2				
WBBB	12	5	37	116	75	78	6	37	1	1	5	2	1	1	2	3	2	3	1	1	1	1	3	3	2	46	85	3	1	1	1	1				
WCCC	75	27	44	18	77	2	12				1	1	1	1	1	1		1							2	35	1	1	1	1	1					
WDDD	57	24	46	21	83	2	10				1	1	1	2	1			1							64	42	4	1	1	1	2					
WEEE	1																									64	59	2	1	1						
WFFF	21		5	7	1	80	1	3																	64	100										
HUT/PVT/TOT											18	7	5	6	7	7	3	6	3	3	3	3	6	19	14											
3.00A -NOON																																				
WAAA	124	66	32	44	34	2	12	1	1	1	2	2	2	1	1		1	1	1	1	1	2	1		50	79	1	6	10	1	1	1				
WBBB	207	110	193	88	41	5	26	1	1	4	3	2	3	3	3	1	1	1	1	1	1	1	1		48	31	4	2	1	4						
WCCC	204	131	195	93	40	6	31	2	3	5	5	4	6	5	5	1	1	1	1	1	1	1	1		51	93	4	1	1							
WDDD	159	87	134	54	73	3	17	2	1	3	3	3	3	3	2	1	1	1	1	1	1	1		52	94	4	1	1								
WEEE	32	11	13	2	83	1	4																		67	38	1	1	1							
WFFF	9	2	2	2																						67	38	1	1	1						
WGGG	25	16	20	10	81	1	3																		71	100										
HUT/PVT/TOT											19	7	7	14	14	12	16	13	13	4	4	4	3	4	1	9	4									
NOON -5.30P																																				
WAAA	225	108	128	97	97	4	17	3	2	1	2	2	3	2	2		1	2	2	1	1	1	4	2	45	78	2	6	7	2	1	2				
WBBB	223	123	224	85	82	6	28	3	3	6	5	5	6	5	5	2	1	1	1	1	1	1	1	1	47	91	5	1	1	7	1	2				

Rating = % of market
 Share = % of viewing
 Cume = circulation, reach,
 unduplicated audience

- 1** WAAA's average 15-minute audience M-F, 7-9AM is a 6 rating for the ADI and a 7 rating for the Metro. This means WAAA has 6% of the TV Households in the ADI and 7% of the TV Households in the Metro.
- 2** 34% of all TV viewing in the ADI (M-F, 7-9AM) is to WAAA. For the Metro area in this day-part, WAAA captures 39% of the viewing audience.
- 3** Households Using Television—18% of all TV Households in the ADI are viewing TV during this day-part.
- 4** WAAA's average quarter-hour Total Survey Area, 7-9AM delivery is 55,000 Television Households. Within these homes, there are 12,000 Women 18-49 viewing and 54,000 Children 2-11 viewing.
- 5** 170,000 unduplicated TV Households in the Total Survey Area view only WAAA M-F, 7-9AM at least once per week.
- 6** This estimate can be used as an index to a station's total area coverage, or as an audience estimator when the ADI rating is known. It's valuable because it simplifies the evaluation of a given spot schedule. For each ADI rating point delivered, Station WAAA delivers 9,300 TSA Households. Another example is this:



Station WAAA and Station WBBB each have the same ADI rating but during this day-part Station WAAA delivers a slightly better audience beyond the home ADI, or has greater "Spill-Out." A total 200 Gross Rating Points (GRP's) are defined as the sum of the audiences to each message in a schedule. Twenty announcements for example, each with a 10 rating, would give a total of 200 GRP's. These 200 GRP's on Station WBBB will deliver 156,000 TSA Households (7,800 TSA Households per ADI Rating Point x 200 GRP's) compared to 186,000 TSA Households for Station WAAA (9,300 x 200).

1% of Women 18 + in the ADI viewed WAAA for at least five continuous minutes during an average quarter-hour of the reported time period.

Persons Viewing Television—10% of all Women 18 + in the ADI are viewing TV, 7-9AM, Monday-Friday. This viewing includes all stations and not just those reported in the particular day-part. To calculate the ADI demographic share you need the rating and the Persons Viewing Television estimates:

$$\frac{1 \text{ (Rating)}}{10 \text{ (PVT)}} = 10\% \text{ demographic share}$$

Percent Distribution tells you what percent a station's Total Survey Area household audience

is in the Metro and in the Home ADI. Its value depends on where the advertiser distributes a product:



49% of WAAA's 55,000 Total Survey Area Television Households (TSA TV HH's) (see **1**) comes from the Metro.



80% of WAAA's 55,000 TSA TV HH's come from the home ADI.



5% of WAAA's 55,000 TSA TV HH's comes from His City which is in Adjacent ADI #2 (see Counties Included in Survey Area).



During an average quarter-hour, Station WAAA was viewed by 2,750 households in Adjacent ADI #2 (5% of 55,000 TSA TV Households). These 2,750 TV homes are 1% of the TV homes in Adjacent ADI #2 . . . therefore a 1 rating.

Network Program Averages

Network Program Averages provide you with network audience delivery by eight day-parts. All local and syndicated programs have been eliminated in the calculation of these estimates. It's an ideal tool for comparing local programming delivery to the network level.

For instance:

Television TSA Households, M-F 9AM-Noon

	Total Day-Part	Network Day-Part
WAAA	22	42
WBBB	40	28
WCCC	47	39

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This indicates that WBBB and WCCC have strong local programming; WAAA does not in the M-F, 9AM-Noon day-part.

NOTE: WAAA is not necessarily the one and only home station carrying ABC programming. If an independent or other affiliate station carries ABC (or CBS, NBC) programming, that programming is also included in the appropriate network line for the appropriate time period.

Weekly Programming

Time Period Averages

DAY AND TIME STATION PROGRAM		WEEK-BY-WEEK ADI TV HH RATINGS				ADI TV HH		ADI TV HH SHARE TRENDS			METRO TV HH		TOTAL SURVEY AREA, IN THOUSANDS (000)														
		WK 1 12/1	WK 2 12/8	WK 3 12/15	WK 4 12/22	R T G	SH	FEB 76	NOV 75	MAY 75	R T G	SH	TV HH	WOMEN					WKG WMN	MEN					TEENS TOT	CHILD TOT	
														TOT 18+	18- 49	15- 24	18- 34	25- 49		25- 54	18+	TOT 18+	18- 49	18- 34			25- 49
▲RELATIVE STD-ERR (1S.E.) THRESHOLDS 25-49% 50+%		8	7	7	8	2					4		12	14	14	17	16	13	12	13	14	14	17	12	12	17	30
SUNDAY		2	2	2	2	-					1		2	2	3	4	4	3	3	3	3	4	3	3	4	8	
4.30P-5.00P	WAAA SUN AFT MOV	11	10	6	4	8	31	20	24	45	8	32	61	60	33	17	25	19	23	22	46	37	19	29	39	12	18
	WBBB FBI	5	3	1	9	3	11				3	11	28	24	8	2	2	8	11	7	18	6	1	6	9	3	3
	WCCC QUALIF TRIAL					9	45				13	62	74	55							58						
	WCCC --4 WK AVG--	5	13	8	4	5	17	20	29	8	6	24	39	32	10	3	3	9	13	8	28	9	2	7	11	8	4
	WCCC NBA PLAYOFFS	5	17			5	17				5	13	35	14	11						34	27	16	21	23	5	5
	WCCC HOUSTON OPEN					8	30				8	31	64	30							52						
	WCCC COLONIAL GLE					5	25				5	24	44	20							17						
	WCCC --4 WK AVG--	6	23	17	26	27	6	24			6	24	44	13	10	1	3	10	13	6	33	28	14	23	27	6	2
	WDDD SUN WRLO SPT	13				13	33				11	32	100	83							95						
	WDDD INVTL TENNIS		3			3	11				4	15	25	10							9						
	WDDD NELSON GOLF			5		5	29				7	35	37	16							35						
	WDDD KING TENNIS				1	1	5				1	5	10	6							12						
	WDDD --4 WK AVG--	5	19			5	19	17	15	12	24	24	43	23	18	8	11	14	17	6	37	23	10	16	21	10	10
	WEEE SUMRAL SERES												2	4							1						
	WEEE HUT/PVT/TOT	40	27	1	2	26		35	34	26	25		197	134	72	29	43	53	68	43	150	97	65	75	31	36	34

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Time Period Averages

Station Break Averages

DAY, TIME, AND STATION	TOTAL SURVEY AREA (000)										ADI RATINGS										TIME ADI TV HH RTG	MET TV HH RTG	TV HH	TOTAL SURVEY AREA, IN THOUSANDS (000)									
	CHILD		PERSONS				PERSONS		WOMEN					WKG WMN	MEN					TNSCHD TOT/TOT				TOT 18+	WOMEN				MEN				CHILD TOT 2-11
	6-11	18+	15-24	12-34	15-24	12-34	TOT 18+	18-49	15-24	18-34	25-49	25-54	18+		TOT 18+	18-49	18-34	25-49	25-54						TOT 18+	18-49	18-34	25-49					
THRESHS 25-49% 50+%	24	17	21	19	6	2	2	3	11	6	4	3	7	2	4	7	4	4	8	9	2	4	12	14	14	16	13	14	14	17	12	30	
	6	2	5	4	1	-	-	1	3	1	1	1	1	-	1	1	1	1	2	2	-	1	2	2	3	4	3	3	4	3	8		
SUN																																	
4.30P WAAA	12	36	27	55	6	5	5	5	8	6	4	4	8	5	7	5	7	7	4	4	4.30P	8	8	50	31	23	19	44	35	18	27	16	
WBBB	3	42	2	6	1	3	1	1	2	2	3	2	1	2	1	2	2	1	1														
4 WK WCCC	2	59	8	13	2	1	4	2	2	1	2	3	3	3	2	1	2	2	3	1		4	4	31	25	8	2	7	19	6	2	5	4
4 WK WDDD	4	48	7	24	2	3	2	2	1	3	3	2	5	5	5	6	6	2	1		6	6	44	19	10	4	10	41	29	14	24	3	
	2	58	8	23	1	2	2	2	1	3	3	3	5	5	4	7	7	2	1														
	7	66	15																														

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*Beginning with the October 1976 survey, 33 markets show ADI TV Share Trends for four surveys. The other markets contain estimates for three.

Weekly Programming, Time Period Averages and Station Break Averages

Weekly Programming, Time Period Averages and Station Break Averages present data for nearly every buying and selling situation. The estimates are arrayed in one section by time period and station break positions.

- 1** The 4-Week Average, (4:30-5PM) shows estimates which include all programming reported in the day-part.
- 2** For all programs broadcast only one week in a time period during a survey, in those markets with week-by-week ratings, you will find for that week:
 - ADI Household Ratings and Shares
 - ADI Ratings: Total Women, Total Men
 - Metro Household Ratings and Shares
 - TSA: Households, Total Women, Total Men
- 3** WCCC had NBA Playoffs Weeks One and Three; Houston Open Week Two, and Colonial Golf Week Four:
 - Playoff in Week Three delivers 4% of ADI TV Households for an average quarter-hour between 4:30-5PM or, a commercial in this Playoff reached 4% of the ADI market.

- Playoff's share can be calculated as:

$$\frac{\text{Rating for Week}}{\text{Households Using Television}} = \frac{4}{17} \text{ or } 23\% \text{ Share}$$

(for that time period)

- For all programs telecast two or more weeks during a survey, you will find complete household and demographic information by time period.
- 4** Should an advertiser place one commercial in Sunday Afternoon Movie 4:30-5PM, his message would reach an average 8% of ADI TV Households and 69,000 TV Households in the Total Survey Area.
 - 5** ADI TV Household Time Period Share Trends show a station's trends for past surveys. They reflect the time period regardless of the programming and take into account the changing HUT levels which vary from survey date to survey date. The usefulness of Share Trends and HUT lie in the fact that they are a quick indication of: a station's past performance, seasonal variations, and changes in audience viewing from report to report.
 - 6** To estimate Survey Area demographics not listed, take the overlapping larger and smaller demographics which are found in the

report and then add or subtract accordingly:

$$\text{Men 25-54 minus Men 25-49} = \text{Men 50-54}$$

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An advertiser with one commercial in the Sunday Afternoon Movie, knows that in the quarter-hour preceding and quarter-hour following this break time of 4:30 (e.g. 4:15-4:45PM) he'll reach on the average 8% of the TV Homes in the ADI and Metro.

Program Audiences

DAY AND TIME STATION PROGRAM		TELECASTS		ADI TV HH		METRO TV HH		TV HOUSEHOLDS	TOTAL SURVEY AREA, IN THOUSANDS (000)															
		NO. OF WK	NO. OF HRS	RTG	SH	RTG	SH		WOMEN								WKG WMN	MEN					TEENS 12-17	
									TOT 18+	18-49	15-24	18-34	25-49	25-54	25-64	18+		TOT 18+	18-49	18-34	25-49	25-54	TOT	GIRLS
RELATIVE STD. ERR. 25-49% (1S.E.) THRESHOLDS 50+%				2		4		12	14	14	17	16	13	12	12	13	14	14	17	12	12	17	23	
TOP TV						1		2	2	3	4	4	3	3	2	3	3	3	4	4	3	3	4	4
10.00P WAAA																								
MON *NEWS 10 PM		4	8	16	34	17	37	130	106	46	10	23	38	47	70	27	80	36	14	30	36	7	2	
TUE *NEWS 10 PM		4	8	17	35	17	34	133	111	46	9	23	38	47	74	21	91	38	15	34	44	7	1	
WED *NEWS 10 PM		3	6	14	29	13	25	114	92	37	9	22	28	36	56	14	81	35	21	26	35	2	1	
THU *NEWS 10 PM		3	6	14	29	14	29	111	75	35	2	23	33	41	59	18	81	37	20	34	44	2	1	
FRI *NEWS 10 PM		3	6	13	29	13	30	100	86	35	6	18	31	38	56	15	73	30	11	28	37	6	4	
SAT NEWS SAT 10		3	6	14	30	13	27	112	94	49	8	23	41	48	61	21	79	36	14	32	39	10	2	
SUN NEWS SUN 10		4	8	13	31	13	32	106	77	38	7	24	33	39	57	17	77	41	20	35	42	7	4	
AVG NEWS 10 PM		3.4	6.5	13.1	27.1	15.1	31.1	121	95	40	7	21	34	42	64	20	83	36	16	31	40	6	2	
WBBB																								
MON *BIG NWS FINL		4	8	10	20	9	20	76	60	35	13	22	25	31	40	16	54	30	16	24	32	10	4	
TUE *BIG NWS FINL		4	8	14	30	15	32	110	75	46	8	23	38	45	55	23	70	41	31	31	42			
WED *BIG NWS FINL		3	6	14	28	17	32	105	73	42	4	20	39	45	58	16	77	41	24	34	45	6	1	
THU *BIG NWS FINL		3	6	14	30	14	30	108	77	39	3	17	37	41	55	14	83	40	23	33	48	5	2	
FRI *BIG NWS FINL		1	2	8	20	6	14	64	50	31	5	24	28	32	39	20	44	25	22	20	25	2	2	
SAT *FINAL ED NWS		2	4	13	31	14	35	99	78	35	5	22	30	36	52	15	74	41	20	31	38	1		
SUN CBS SUN NEWS		4	4	12	26	12	28	94	74	41	6	23	35	42	56	29	68	34	19	26	34	3		
AVG FINAL ED NWS		8	12	23	32	13	32	94	74	35	4	21	31	38	54	21	69	35	19	27	35	1		
AVG BIG NWS FINL		3.0	6.2	12.6	28.2	13.2	28.2	96	71	41	7	23	35	41	52	19	69	37	23	30	41	4	1	
WCCC																								
MON *EYWTN NWS 10		4	8	9	23	8	21	71	47	34	9	22	28	31	36	12	54	42	25	32	35	11	4	
TUE *EYWTN NWS 10		4	8	9	18	8	16	74	59	47	20	35	27	30	35	14	56	48	30	32	34	6	1	
WED *EYWTN NWS 10		3	6	13	26	13	24	100	78	67	24	42	47	49	55	23	74	63	38	42	45	22	7	
THU *EYWTN NWS 10		3	6	11	23	10	22	85	56	57	21	35	38	43	47	25	60	51	27	42	44	11	5	
FRI *EYWTN NWS 10		3	6	11	26	11	27	89	70	54	18	31	41	42	47	24	62	48	28	39	41	12	9	
SAT EYWTN NW ST		3	3	7	15	8	16	58	44	35	15	21	23	27	30	18	39	32	19	23	27	3	3	
SUN EYWTN NW SUN		4	4	10	26	11	27	81	55	43	9	23	36	40	46	18	55	47	23	38	39	7	3	
AVG EYWTN NWS 10		3.4	6.5	10.2	23.2	10.2	22.2	82	62	50	18	32	35	38	43	20	61	50	29	37	39	12	5	
WDDD																								
MON *SUMRAL PSNT		4	32			1	1	3	3			1	1	2	3	1								
TUE *SUMRAL PSNT		4	32			1	1	2	2			1	1	2	2	1								
WED *SUMRAL PSNT		3	24			1	1	3	3			1	1	2	3	1								
THU *SUMRAL PSNT		3	24																					
FRI *SUMRAL PSNT		3	24																					
54V SUMRAL PSNT		136	11	26	12	30		83	63	36	5	13	33	40	55	26	66	33	14	25	34	2		
74V SUMRAL PSNT		120	12	23	13	32		94	74	35	4	21	31	38	54	21	63	36	14	27	33	1		

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Program Audiences

Program Audiences give you the *pure* program performance of all shows carried at least twice during the survey on the same day of the week. All programs after 3:30PM are shown daily and with averages. A program telecast on only one

day will appear if it qualifies for inclusion some other day. The household and demographic information cover all quarter-hours a qualifying program was telecast regardless of what time the program ran.

	2:00PM	2:30PM	3:00PM	3:30PM	4:00PM	4:30PM	5:00PM	5:30PM	6:00PM
Week 1	Movie	Movie	Movie	Movie	Movie	Movie	—	—	—
Week 2	—	—	—	Movie	Movie	Movie	Movie	Movie	Movie
Week 3	—	Movie	Movie	Movie	Movie	Movie	Movie	—	—
Week 4	Movie	Movie	Movie	Movie	Movie	Movie	—	—	—

This movie ran for 24 half-hours.

1 Program was on four Mondays; since one program equals (in this case) two quarter-hours there are eight quarter hours reported.

2 Multiday average is shown to equal 34 quarter-hours:

Monday-8 quarter-hours
Tuesday-8 quarter-hours
Wednesday-6 quarter-hours
Thursday-6 quarter-hours
Friday-6 quarter-hours
<hr/>
34 quarter-hours

3 If an advertiser rotates a spot through five days of news, his average commercial delivery will be 15 ADI points per spot. Five spots in WAAA's Late News will be delivering 75 Gross Rating Points to the total campaign.

4 Saturday/Sunday titles which are different from normal week are eliminated from multiday average.

5 If a program is aired for seven days and maintains same title all seven days it will produce both five- and seven-day averages.

Program Title Index

PROGRAM	TIME	DAY	STATION	PROGRAM	TIME	DAY	STATION	PROGRAM	TIME	DAY	STATION	PROGRAM	TIME	DAY	STATION
A GRIFFITH	5.00P	MON	WDDD	DAY DISCOVERY	8.30A	SUN	WAAA	HANK THOMPSON	2.00P	M-F	WEEE	MAKE A DEAL	7.30P	SAT	WCCC
A GRIFFITH	5.00P	TUE	WDDD	DAYS LIVES	2.00P	M-F	WBBB	HAPPY DAYS	8.00P	TUE	WCCC	MANNIX	9.30P	SUN	WAAA
A GRIFFITH	5.00P	WED	WDDD	DICK VN GYKE	12.30P	M-F	WDDD	HARRY O	10.00P	THU	WCCC	MASH	8.30P	TUE	WAAA
A GRIFFITH	5.00P	THU	WDDD	DIRECTIONS	1.30P	SUN	WCCC	HAWAII 5-0	9.00P	TUE	WAAA	MATCH GAME	3.30P	MON	WAAA
A GRIFFITH	5.00P	FRI	WDDD	DOCTORS	2.30P	M-F	WBBB	HERALD TRUTH	9.30A	SUN	WDDD	MATCH GAME	3.30P	TUE	WAAA
ABC EVE NEWS	6.30P	MON	WCCC	DR BJ MARGIS	8.00A	SUN	WDDD	HIGH ROLLERS	11.00A	M-F	WBBB	MATCH GAME	3.30P	WED	WAAA
ABC EVE NEWS	6.30P	TUE	WCCC	EDGE OF NGHT	2.30P	M-F	WAAA	HONG KONG PH	9.00A	SAT	WCCC	MATCH GAME	3.30P	THU	WAAA
ABC EVE NEWS	6.30P	WED	WCCC	EMERGENCY	8.00P	SAT	WBBB	HLYND SQUARE	11.30A	M-F	WBBB	MATCH GAME	3.30P	FRI	WAAA
ABC EVE NEWS	6.30P	THU	WCCC	EYMTNS NEWS	7.00A	M-F	WAAA	HLYND SQUARE	7.30P	MON	WAAA	HAUDE	9.00P	MON	WAAA
ABC EVE NEWS	6.30P	FRI	WCCC	EYMTNS NWS-E	6.00P	MON	WAAA	HR DELIVRNCE	8.30A	SUN	WEEE	MEDICAL CNTR	10.00P	MON	WAAA
ABC MOV SPEC	8.00P	SAT	WCCC	EYMTNS NWS-E	6.00P	TUE	WAAA	HUDSON BROS	11.30A	SAT	WAAA	MEET PRESS	NOON	SUN	WBBB
ABC SN NT MOV	9.00P	SUN	WCCC	EYMTNS NWS-E	6.00P	WED	WAAA	JABBERWOCKY	7.30A	SUN	WFFF	MIKE DOUGLAS	4.30P	MON	WAAA
ACROSS FENCE	6.00A	SAT	WAAA	EYMTNS NWS-E	6.00P	THU	WAAA	JACK LALANNE	9.30A	M-F	WFFF	MIKE DOUGLAS	4.30P	TUE	WAAA
ADAM 12	8.00P	TUE	WBBB	EYMTNS NWS-E	6.00P	FRI	WAAA	JACKPOT	NOON	M-F	WBBB	MIKE DOUGLAS	4.30P	WED	WAAA
ADAMS FAMILY	1.00P	SAT	WAAA	EYMTNS NWS-L	11.00P	MON	WAAA	JEANNIE	9.00A	SAT	WAAA	MIKE DOUGLAS	4.30P	THU	WAAA
ALL IN FAMILY	8.00P	SAT	WAAA	EYMTNS NWS-L	11.00P	TUE	WAAA	JEOPARDY	1.30P	M-F	WBBB	MIKE DOUGLAS	4.30P	FRI	WAAA
ALL MY CHILD	1.00P	M-F	WCCC	EYMTNS NWS-L	11.00P	WED	WAAA	JEOPARDY	7.30P	THU	WAAA	MISSION IMP	7.00P	MON	WFFF
AM BANDSTAND	12.30P	SAT	WCCC	EYMTNS NWS-L	11.00P	THU	WAAA	JETSONS	NOON	SAT	WBBB	MISSION IMP	7.00P	TUE	WFFF
AM SHOWTIME	1.00P	SUN	WDDD	EYMTNS NWSL	11.00P	FRI	WAAA	JIMMY DEAN	2.30P	SUN	WEEE	MISSION IMP	7.00P	WED	WFFF
ANOTHER WRLD	3.00P	M-F	WBBB	FAT ALBERT	12.30P	SAT	WAAA	JJKERS WIL0	10.00A	M-F	WAAA	MISSION IMP	7.00P	THU	WFFF

ADI Rating Trends

MON/FRI
TIME AND ADI RATINGS
STATION MA OC NO JA FE MA OC NO JA FE
74 74 74 75 75 75 75 75 76 76

6:00 AM
WAAA ***
WBBB *****
WCCC *****
WDDD ***
HUT 1 1 1 1 1 1 1

6:30 AM
WAAA 1 1 1 1 1 1 1
WBBB 3 2 2 1 2 2 1 1 1 1
WCCC
WDDD 2 2
HUT 3 3 3 2 3 3 4 5 2 2

7:00 AM
WAAA 1 1 1 1 2 1 4 4 4 4
WBBB 8 5 7 5 7 6 6 5 5 4
WCCC 3 2 1 2 1 1 1 2 1 1
WDDD 1 1 1 1 1 1 2 1 1
HUT 13 11 8 9 12 10 12 14 11 11

MON/FRI
TIME AND ADI RATINGS
STATION MA OC NO JA FE MA OC NO JA FE
74 74 74 75 75 75 75 75 76 76

11:30 AM
WAAA 2 2 2 2 3 2 2 2 2 1
WBBB 5 3 7 8 4 3 2 7 7 7
WCCC 10 10 9 10 13 12 11 7 10 8
WDDD 4 4 3 4 4 4 3 4 6 7
WEEE *****
HUT 25 22 23 27 27 23 21 22 27 25

NOON
WAAA 6 7 8 9 8 5 5 6 7 7
WBBB 5 3 4 6 4 4 3 6 6 6
WCCC 9 10 11 11 12 12 10 8 11 9
WDDD 4 4 4 5 4 3 3 4 4 4
WEEE *****
HUT 26 27 28 33 31 25 24 26 32 29

12:30 PM
WAAA 6 7 8 9 8 5 5 6 6 6
WBBB 6 6 4 4 5 9 7 5 6 6
WCCC 11 10 11 10 11 11 9 9 11 9
WDDD 3 4 3 4 6 3 4 4 4 4
WEEE *****
HUT 28 28 27 30 33 29 26 24 30 29

MON/FRI
TIME AND ADI RATINGS
STATION MA OC NO JA FE MA OC NO JA FE
74 74 74 75 75 75 75 75 76 76

4:30 PM
WAAA 10 11 12 12 12 7 11 10 9 8
WBBB 12 11 10 13 9 7 8 10 11 9
WCCC 5 6 8 8 10 8 9 7 9 8
WDDD 5 4 4 8 9 6 6 7 7 4
WEEE *****
HUT 33 34 36 46 43 31 36 38 43 35

4:45 PM
WAAA 10 11***** 12 7 11*****
WBBB 12 11***** 9 8 9*****
WCCC 5 6***** 10 8 3*****
WDDD 4 4***** 9 6 6*****
WEEE *****
HUT 34 34***** 44 30 36*****

5:00 PM
WAAA 9 11 13 10 16 8 13 12 13 10
WBBB 16 14 12 16 14 13 12 11 12 11
WCCC 7 6 8 9 9 8 9 8 10 8
WDDD 5 4 4 8 5 5 5 6 6 6
WEEE *****
HUT 39 38 39 48 48 36 41 40 47 40

Program Title Index

Program Title Index locates all program audience estimates for a given program. It accounts for all quarter-hours which go into an average and lists only programs which appear in the program audiences section. It provides a quick reference to locate day, time and station when you only know the title.

ADI Rating Trends

These convenient tables provide you with ADI Household ratings for up to 10 previous surveys of the market for 18 day-parts and Monday-Friday average ratings. By using them you can immediately spot trends and seasonal variations.



Helpful Hints

Turnover Factor/ Time Spent Viewing

The *Turnover Factor* and *Time Spent Viewing* estimates are indicators of relative *reach* — that is, broad coverage with minimum duplication, and *frequency* — the maximum amount of repetition.

They are determined as follows:

TURNOVER FACTOR

Rate of Turnover	=	$\frac{\text{TSA Cume Households}}{\text{Average Qtr.-Hr. TSA Households}}$
WAAA Turnover	=	$\frac{1,180,000}{257,000} = 4.6 = 5$
WDDD Turnover	=	$\frac{328,000}{29,000} = 11.3 = 11$

TIME SPENT VIEWING (Frequency)

Average Time per HH Spent Viewing	=	$\frac{\text{No. Qtr.-Hrs. in Day-Part} \times \text{Avg. Audience}}{\text{Cume Households}}$
WAAA Viewing	=	$\frac{84 \times 257,000}{1,180,000} = 18.3 \text{ Qtr.-Hrs. Viewed per Household}$
WDDD Viewing	=	$\frac{84 \times 29,000}{328,000} = 7.4 \text{ Qtr.-Hrs. Viewed per Viewing Household}$

households. If repetition is essential and the advertiser has a limited amount of time to meet his requirements, he would select the station which can deliver the greatest repetition in the shortest time. Conversely, if the schedule is to be run over an extended period the advertiser might take the station with the greatest “reach” and let the frequency build over the long haul.

Here’s an overall example:

TIME SPENT VIEWING VS. TURNOVER

	11-11:30PM, Mon-Fri			
	TSA Avg. TV HH	TSA Cume TV HH	Turn-over	Time Spent Viewing
WAAA	247,000	623,000	2.52	3.96
WBBB	186,000	528,000	2.84	3.52
WCCC	138,000	452,000	3.28	3.05
WDDD	26,000	122,000	4.69	2.13
WEEE	44,000	110,000	2.50	4.00

- A great amount of viewing usually means low turnover
- A high turnover usually means a low amount of viewing

Obviously, the station which can deliver the highest frequency rate can potentially deliver the most duplicated impressions per 1,000

Cost Per Thousand

Cost per Thousand is the calculation of the advertising cost to reach 1,000 households, or viewers. It’s computed as follows:

$$\frac{\text{Cost}}{\text{Average Audience (less 000)}} = \text{CPM}$$

Example:

Spot Cost = \$550
Average audience = 150,000 households

$$\frac{\$550}{150} = \$3.66 \text{ per thousand households}$$

Cost Per Rating Point

Cost per Rating Point is the advertising cost for each rating point delivered.

$$\frac{\text{Cost}}{\text{Gross Rating Points}} = \text{Cost Per Rating Point}$$

Example:

Spot Cost = \$550
Gross Rating Points = 100

$$\frac{\$550}{100} = \$5.50 \text{ Cost Per Rating Point}$$

100 Gross Rating Points Do Not Deliver 100% of the Available Audience

Some people mistakenly believe that if they buy 100 gross rating points in a market, they are buying 100% of the available viewers. The logic is that if one rating point equals 1% of the population, then 100 rating points must equal everyone in the market. It is easy, however, to prove this is not the case.

Gross rating points are defined as the sum of the audiences to each message in a schedule, including duplication.

Net reach (or *cume*) is the estimated number of different households or people which viewed a station at least once during the average week for five minutes or more for the reported day-part.

A buy of 100 gross rating points means the buyer is purchasing a number of *gross impressions equivalent* to the total population but not the same as the total population. For this example, we will use the following numbers:

$$\text{Women 18+ ADI Population Projection} = 242,700$$

$$\text{Women 18+ ADI Rating} = 1\%$$

An ADI rating of 1% means that approximately 2,427 Women 18+ of 242,700 Women 18+ are viewing within the ADI. An ADI rating of 10, therefore, is equivalent to 24,270 Women 18+. But these are not necessarily 24,270 different Women 18+. The *net reach* or *cume* estimates indicate the number of *different* Women 18+ who viewed, but gross rating points, which represent average quarter-hour viewing, do not represent or even imply different Women 18+ being reached.

$$10 \text{ Spots} \times \text{ADI Rating of } 10 = 100 \text{ GRP's.}$$

$$100 \text{ GRP's} \times 2,427 = 242,700 \text{ Women 18+}$$

A buyer purchasing 100 gross rating points is buying a schedule that will deliver an audience that is equivalent in gross impressions to the size of the total ADI Women 18+. However, since the viewing audience delivered by the schedule will not represent 242,700 *different* Women 18+ ... or 242,700 Women 18+ reached only once, the 100 gross rating points does not include the entire ADI Women 18+.



Beyond the Book

Arbitron Television Meter Service

The Arbitron Television Meter incorporates the most up-to-date proven advances in electronics. This meter device continuously monitors set tuning and transmits the information to a micro-computer known as the Household Collector. The information stored in the Collector is gathered by Arbitron computers daily for distribution to Arbitron clients each morning. Subscribers can use the information to aid them in their selling, buying, programming, and planning decisions. The Arbitron Television Meter Service is currently available for the New York and Los Angeles Markets. Arbitron Television clients in New York and Los Angeles receive three types of meter reports — the Daily, which is issued overnight for 365 days a year; the Weekly, issued 52 times a year; and the Monthly which integrates diary and meter information and is published seven times a year.

Arbitron's goal is 450 metered households in each market. These households were selected from the Arbitron Meter Sample, the most sophisticated sample ever implemented in broadcast research. Presentations are available regarding the sample design and the meter system's operation. Contact your Arbitron representative if you would like to see either of these presentations.

Weekly Reports

The Weekly Television Service reports contain weekly viewing estimates of households and audience composition, using methodology similar to that employed in the Local Market Reports. It's offered for only Markets ranked 3-11.

TV Market Summaries

These summaries are an alphabetical compilation of specific local market reports and are published after each survey, approximately 13 markets in each book (a major sweep may produce 16 books). You'll have information from each market's day-part summary, program audiences, network averages, daily estimates and Monday-Friday estimates plus ADI Market Data and Demographic Characteristics.

Arbitron Television U.S.A. (Day-part Audience Summary)

Arbitron Television U.S.A. is used by stations and agencies to evaluate other market properties, syndicated programs, delayed broadcasts, etc. It can also answer these questions:

- How successful is your programming compared to other stations?
- How does weekly circulation compare among stations from market to market in the same survey period?
- What's the relative potential for reaching certain target audiences?
- What's your audience delivery when you're considered an adjacent ADI?

Arbitron Television U.S.A. provides you with estimates of station performance by 18 different day-parts for every market. You can find out in which market people spend more time viewing, or how a network affiliate in one market compares with the affiliate of the same network in another market. Arbitron Television U.S.A. is published three times a year following the November, February, and May sweeps.

Arbitron Television Markets and Rankings Guide

Arbitron Television Markets and Rankings Guide serves as your aid in evaluating and comparing individual stations and markets on the measures of audience size, market revenue, retail sales, consumer income, and other estimates such as TV Households in survey areas. In one convenient volume, station management will have the vital information needed to steer extra dollars into the market and in properly promoting its station to increasing viewing levels. For media management, it is perfect for your test marketing needs — to see the areas reflecting television stations and markets relative growth and performance. This publication is issued annually.

Geographic Market Planning Guide

Two or more stations in a market may each deliver approximately the same number of ADI rating points in their home market during a given time period, but one offers an extra value — a number of rating points it also delivers in an adjacent ADI. Stations can capitalize on substantial "spill-out" coverage when they go after local and regional business as well as national spot. The Geographic Market Planning Guide provides for a complete analysis of this station delivery in adjacent markets for all ADI markets. The Arbitron Television Geographic Market Planning Guide is produced in February.

Network Program Analysis

This analysis lets you examine supplemental spot television for every market in the country. With it you can:

- Compare audiences among all affiliates
- Weight local audiences against total audiences
- Measure the rating performance of the networks.
- Use in support of station or program promotion, a station dominance theme, or a rate card increase.

The Arbitron Television Network Program Analysis is published three times a year, following the November, February, and May survey.

Seasonal Variation Index

On a market-by-market basis, you'll have the opportunity to track demographic viewing patterns which differ from household viewing. You'll be able to measure programming efforts among stations during the past year and see the effect of seasonal changes upon television viewing. Arbitron Television Seasonal Variation Index is published in mid-fall.

SuperSweep

This gives you nationwide television ratings of the Top 50 Network Programs ranked by Television Households Total Women, Women 18-49, Total Men, Total Teens and Total Children. Arbitron SuperSweep is issued after every nationwide sweep (November, February,

and May) and is based on a SuperSample of all television households that participate in Arbitron Television surveys.

Syndicated Program Analysis

This provides you with a performance record of syndicated programs in every market in the country—vital information to help you judge which types of programs compete most successfully in similar markets.

Arbitron Television Syndicated Program Analysis is issued after each Arbitron Television nationwide survey (November, February and May).

ADI Rating Point Planner

- What market best reaches Women 18-49?
- What station in Los Angeles has the highest household rating?
- What's the rating point delivery for the Top 10 markets?
- What's the average rating for Teens 12-17 for the entire 208 ADI markets?

The ADI Rating Point Planner provides you with the answers to these questions. You'll be able to compare, market-by-market, ADI ratings for specific demographic day-parts. The ADI Rating Point Planner also provides you with Household ratings by stations, by the standard day-parts. The ADI Rating Point Planner follows each nationwide sweep.

County Coverage

Arbitron Television's County Coverage Study provides the opportunity for stations, advertisers

and agencies to gain viewing information for every county in the United States.

Here's what you can purchase:

STANDARD REPORT*

- A report giving you the total number of viewing hours in the county by station and by market. The reported data for five day-parts include each station's 1) Percent Share of Viewing in the county 2) Net Weekly Circulation and 3) Average Daily Circulation.
- A report describing both early and late Fringe Time. You receive a report with ½ hour-by-½ hour share breakouts for the critical programming and selling periods before and after Prime Time.

CABLE REPORT

A separate report describing viewing in CATV-controlled counties—those counties in which CATV penetration is between 10%-90%. Viewing information is shown separately for cable and non-cable homes within the county.

Offered each year and based on three nationwide measurements (May, November and February), Arbitron's annual Coverage Study can answer the following for:

STATIONS

- Did you know which counties your ADI might gain or lose?
- How is cable affecting your ADI?
- How does your news perform in each county within your ADI?
- Do your local salesmen know how to compete with newspapers?

AGENCIES

- What stations best cover portions of the ADI and Total Survey Area?

- What's the impact of cable in specific counties?
- What counties or stations are good matches to product distribution and viewing patterns?
- How does the Net Weekly Circulation of individual stations compare to the circulations of local newspapers and regional magazines?
- What are the best test market areas?

Arbitron Television's annual Coverage Study—the source of Arbitron's annual ADI update — is essential in the consideration of growth, change, and all the factors that affect viewing behavior.

**These reports are produced state-by-state, for all states except Hawaii and portions of Alaska.*

Overnight Coincidental Studies

Arbitron Television Overnight Telephone Surveys let you be the first to know what's going on in any market you choose. This coincidental survey is your fast and economical method of obtaining estimates to:

- Discover the effect the new season is having on returning programs — on any station.
- Evaluate the strengths and weaknesses of new schedules.
- Measure the impact of sports programs — baseball, football, hockey, auto racing, basketball, and other sports events.
- Document programming changes with “before” and “after” surveys.

Whether it's Daytime, Early Fringe, Prime Access, Prime Time or special spot-carrying

programs, Arbitron Television Overnight Telephone Surveys can be applied to almost any time period, over any number of days. (You can have a next-day Recall Telephone Survey conducted for Late Fringe.) An Arbitron Television Overnight Telephone Survey gives you quick answers for decisions because you'll have your answers the next working day! Order your Overnight Survey from your Arbitron Television representative today. Or call Arbitron's toll-free number for details: 800—638-0859.

Picture Quality Study

Some stations make repeated programming changes that produce no increase in audience — then they discover that their reception is the fault. You might have the same problem. The culprit could be your station's signal, producing a fuzzy picture, driving viewers away. By reinterviewing known diarykeepers in your market, the people who watch you and your competitors, this study shows you if your signal *is* the cause of unacceptable programming performance.

AID (Arbitron Information on Demand)

- What is it?
AID (Arbitron Information on Demand) is a computer system that can give you access to information that can't be found in the Local Market Report.
- How Does AID Work?
Arbitron transfers all the diary information from every survey to a special tape. You can extract from this tape virtually any piece of information from any market you wish.

How Can You Get AID Information?

The choice is yours.

- Quickly — from your own terminal you input your request and it comes back to you “on-line” within minutes or overnight.
- Within a few days — you give your request for information to Arbitron and it is processed at Arbitron's computer installation and mailed to you.

Stations can use AID to answer virtually every question that starts with “How many?” The answers to your “How many?” questions can tell you what you need to know about: • Audience loyalty • How to compete more effectively against other stations and newspapers in your market • How to realign programs to build bigger and better audiences • How to create packages to attract local advertisers.

The list of “How many?” questions you can ask and have answered by AID is almost endless.

Now AID can take you beyond sex/age demographics and give you viewing in:

- High Income ZIP Code areas
- Upper Educated ZIP Code areas
- Professional/Managerial ZIP Code areas

AID clients can evaluate television viewing on these characteristics (and 18 more) in every market in the country.

AID has applications for all levels of Media Management:

- New business presentations
- Local market reach and frequency
- Post analysis
- Custom demographic and geographic analyses to reach target audiences in key counties.

With AID you can sell, buy, program and plan television in a customized manner to meet your specific needs. Give us a call. Tell us your problems. We'll put AID to work for you. AID hasn't been stumped yet.

News Barometer

Arbitron Television News Barometer makes it possible for you to read the minds of known news viewers. Because it is based on a re-interview of Arbitron Television diarykeepers in your market, you'll find out more of what all viewers think about the news. Arbitron Television already knows:

- Who views the news
- How often they view
- What stations they view
- Characteristics of viewers

During the re-interview of known news viewers we ask them to rate features of your news and your competitor's news. The answers come to you in Arbitron Television News Barometer's two volumes.

The first volume, the Executive Summary, is your dream-come-true. It presents information on what news viewers think, in simple, easy-to-read graphs. Every area of your station's news performance is covered:

- Content
- Personalities
- Environment
- Station image

The second volume of the Arbitron Television News Barometer presents the detailed data on news viewing.

The Arbitron Television News Barometer provides the information you need to make information decisions. You become the expert

on your own news. It is based on re-interviews of Arbitron diarykeepers, giving you an important exclusive. These are known news viewers in your market.

If you want to stay or become the number one news program in town, you can now get the information to put you and keep you there. Contact your Arbitron Television representative today.

Newspaper Advertising Reports

The largest single source of new revenue for stations is retail dollars spent in your local paper. The typical station gets between 3% and 5% of the annual retailer budgets, while your newspaper competition is getting over 70%.

Arbitron's Newspaper Advertising Reports can help you get those retailer dollars by providing you with a monthly monitored record of local newspaper activity, retailer-by-retailer and ad-by-ad. This allows you to:

- Reconstruct a retailer's annual budget and develop your own broadcast plan based on a known expenditure.
- Identify retail prospects which have not previously been considered big enough to go after.
- Build special-event sales pitches on annual themes (Mother's Day, back-to-school).

Arbitron's Newspaper Advertising Reports give your sales staff needed information in all these areas.

Diagnostic Diary

Save yourself time during your next trip to Beltsville to review diaries. Instead of thumbing

through them, you can have an easy-to-read printout that cuts your work time in half. Have it your way—printout of all the diaries from your survey area; or only those from a specific county; or those that show viewing during certain time periods; or viewing by people within a particular age bracket; or only one or two weeks of the survey. The choice is wide, is yours, and the printout simplifies your chore.

Trading Area Reports

Show your station's coverage strengths to advertisers whose greatest sales potential lies in one or more counties with a Trading Area Report.

You'll be able to demonstrate your station's coverage ability on other than an ADI basis—Metro, large total area, satellite, market combinations. But there's more that a Trading Area Report can do for you. Use it to:

- Re-rank your market
- Report one or two different Metro ratings, plus an ADI rating
- Suppress minimum reporting standards to include all competitive stations
- Show competitive audience data in a non-ADI market

You can get a Trading Area Report on a segment of your market that closely resembles the circulation of a competing newspaper. And Arbitron's county-by-county survey method lets you design your own survey to meet your unique sales needs.

During the last two years many stations and groups have ordered Trading Area Reports to get more muscle to flex where they really do business.

Spot Activity Report

The Spot Activity Report involves a method for evaluating an agency's spot purchases. Used as a post analysis of an agency's buys, it serves as the agency's report card to its clients. It shows whether or not the advertiser reached the number and kind of people he wanted to reach with his message. Traditionally, the evaluation — using the estimated audience and cost to calculate the cost-per-thousand — has been a monumental clerical task for agencies with substantial television billing. Equipped with the appropriate cost information, a special computer program makes it possible to perform the task at Arbitron, thereby lessening the clerical burden of the agency.

City Book

This annual book shows the composition of each current ADI in terms of cities, boroughs, towns, villages and places which had 2,500 or more inhabitants in the 1970 U.S. Census. The City Book is a guide in locating place names in association with ADI's.

The City Book is in two sections:

Section I consists of all current ADI's in alphabetical order. Listed under each ADI name are the places located within the ADI in alphabetical order by state and place name. Section II lists all places in alphabetical order by place name and state. Included are the county of location and the ADI assignment for each place name.

Seasonal Adjustment Report

Based on Households Using Television and Persons Viewing Television levels, the Seasonal Adjustment Report helps you to predict future audience levels for surveyed months and non-surveyed months.

ADI Test Market Guide

Here is a way to compare test markets from coast to coast. This publication allows you to find the specific characteristics you need to know about.

Hand Tabulations

Want to delete a specific time period for a specific report? Need a map plot of approximate diarykeeper locations? Then Hand Tabulations is for you. Truly custom work, Hand Tabulations is any work which cannot be accomplished through the use of Arbitron computers.

Custom Studies

A totally individualized approach in television research is found in an Arbitron Custom Study. An Arbitron Custom Study can be conducted for station image, picture quality, brand share and product usage . . . an almost limitless variety of subjects. When you're confronted with a particular research problem, just come to us — your Arbitron representative today.

These studies can be conducted in two ways. They can be based on reinterviews with known television viewers—diarykeepers in each market surveyed by Arbitron. Or, a fresh sample can be drawn in any market.



Free and Useful

Publications

Arbitron Television yearly publishes the following handy handouts for your general reference:

ADI Book

A listing of the current ADI's and their counties.

ADI Map

Our handsome United States map which has outlines with the latest ADI's.

ADI Market Survey Schedule

A complete list showing you when all of Arbitron's ADI markets are surveyed.

ADI Market Rankings

What's the 141st ADI TV Household estimate? This brochure will give you the answer.

Television Households Book

A pamphlet which lists all the U.S. counties on a state-by-state basis. You'll get estimates for Total Households, TV Households and TV percent penetration by counties.

Description of Methodology

This book outlines the set of procedures we employ when producing the Arbitron Television Local Market Report. Diary placement, ADI criteria, definitions of research terms . . . it's all spelled out for you in the Description of Methodology.

Arbitron Television Census

This brochure contains estimates of CATV, Color Set, Multi-Set and UHF households penetration for the current ADI's.

Arbitron Population Book

An Arbitron Television exclusive, Population Book is the only single source to show demographic breakouts of the individual markets. You'll get ADI market population

data along with 21 demographic categories for every Arbitron ADI.

In addition to the above, Arbitron strives to disseminate current information, such as special announcements, press releases, etc., in an effort to keep you informed of what's going on in audience research.

Personalized Sales and Management Seminars

Stations, advertisers and agencies need as much knowledge as they can gain if they are to effectively use Arbitron's Television Reports. And if your people aren't totally familiar with all the uses and subtleties of the Arbitron report the chances are you're not getting your money's worth.

We think we can help you. Your Arbitron Television representative makes over 200 house calls a year — coming to you to put on seminars to show your staff how to use the report . . . and how to make it one of your most important sales, programming, planning, and buying tools. It's another free service from Arbitron.

Offices Near You to Serve You

One of our seven offices across the country is close to you — and our staff is ready to serve you. Give us a call or drop us a line and we'll be glad to do whatever we can to help you.

Arbitron Television provides you with a complete line of services:

- AID (Arbitron Information on Demand)
- News Barometer
- Overnight Coincidental Studies
- Complete Annual Coverage Study
- Network Program Analysis
- Syndicated Program Analysis
- SuperSweep
- Arbitron Television U.S.A.
- Geographic Market Planning Guide
- Seasonal Variation Index
- Spot Activity Reports
- Arbitron Television Meter Service
- Trading Area Reports
- Weekly Reports
- TV Market Summaries
- Newspaper Advertising Reports
- Custom Studies
- Hand Tabulations
- Seasonal Adjustment Report
- ADI Rating Point Planner
- ... plus Personalized Sales and Management Seminars

Audience research makes no judgments. It is merely an evaluation of past performance to provide guideposts for your future decisions. Arbitron Television provides you with this manual to aid you in those decisions. Client stations, advertisers, and agencies should feel free to call on their Arbitron representative for help in solving specific management problems related to audience measurement. He is an expert, and he is backed by the entire research team at Arbitron . . . to help you sell, program, buy or plan spot television better.

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Washington

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