

Measuring the Black Radio Audience

A Report on the
Black Ethnic Procedures Study
from Arbitron Research

June 1979

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Contents

	Page
Foreword.....	v
I. The Arbitron Radio Methodology.....	1
II. Black Measurement at Arbitron — An Historical Perspective.....	5
III. The Black Ethnic Procedures Study — Its Objective.....	9
IV. The Black Ethnic Procedures Study — Its Design.....	13
V. The Black Ethnic Procedures Study — Its Findings.....	17
Sample Performance.....	19
Do Arbitron's Mail Diary and Telephone Retrieval Techniques Produce the Same Results?.....	20
A Search for Causes — The Sample.....	24
A Search for Causes — Methodological Differences.....	29
Patterns of Black and High Density Black Area Listening.....	33
Summary of Findings.....	36
VI. Application of What We Have Learned.....	39
Appendices	
A. Tables.....	45
B. Methodology.....	125
C. Glossary.....	131

Foreword

Radio audience measurement in an ideal world would be conducted using a sampling frame perfectly representative of the population, with a method that obtains totally accurate listening records from every member of that frame. Unfortunately, sampling frames are never perfect, not everyone participates in a survey, and no survey instrument or methodology yet devised obtains a perfect record of radio listening behavior.

The goal of any broadcast measurement company must be to minimize the effects of these three types of biases: sampling frame bias, non-response bias, and response bias. A series of trade-offs is involved. For example, a well-constructed, complete, written questionnaire might obtain an excellent record of radio listening, but only from those persons with a high level of education.

This leads us to ask the question of what combination of procedures, sampling frames and instrument must be used to approach the goal of ideal radio audience measurement.

Arbitron's basic measurement instrument is a seven-day, personally-kept diary of radio listening, delivered and returned through the

mail. Research has shown, however, that, not all respondents return their diaries with equal alacrity. In general, for example, non-ethnic, middle-aged people are generally happy to conscientiously keep a diary for a week and mail it back to us. With certain minority and sex/age groups, it's not that simple.

For this reason, since 1967, Arbitron has used special ethnic interviewing procedures: telephone retrieval of listening information to survey certain respondents in metro areas with significant black population, and personal placement and retrieval of diaries in specific areas of metros with significant Hispanic population.

The document you are about to read reports and discusses the findings of a study Arbitron conducted to evaluate the response and non-response errors associated with the telephone retrieval and mail diary techniques of retrieving listening information in markets with sizable black populations. A companion volume reports a study of the Personal Placement and Retrieval and mail diary techniques in markets with sizable Hispanic concentrations.

Chapter I

The Arbitron Radio Methodology

The Arbitron Radio Methodology

The Survey

Arbitron uses a seven-day personal diary which is placed with a sample of individuals, 12 years old or older, within a local market. Each survey period consists of four consecutive weeks with a separate random sample of individuals participating in each week of the survey period. In general, the diaries are delivered and returned by mail, although in markets with significant black or Hispanic populations, special interviewing techniques are used.

Sample Selection

For each week of each survey, in each county in the survey area, a sample of households is selected from the MetroMail file of telephone households. Each household is sent an introductory letter informing them that an Arbitron interviewer will be telephoning to invite them to participate in the upcoming survey. In certain markets, the sample frame has been expanded to include households with unlisted numbers, as well as households with listed telephones.

Placement

Several days after the arrival of the introductory letter, an Arbitron interviewer telephones the households to gain cooperation in the survey, determine the number of persons 12 years old or over in the household, and verify the ad-

dress. One diary for each person 12+ is mailed from Arbitron's Beltsville, Maryland offices.

Each respondent is sent a small monetary premium (generally 50¢) to encourage participation. Most homes are called by the interviewer to make certain the diaries have arrived, to answer any questions, to clarify the instructions, and to remind them of the start date for the survey. During the survey week, all households are reminded, either by telephone or letter, to mail their completed diaries to Arbitron immediately following the last day of the survey.

Returned Diary Editing

The returned diaries are inspected for overall usability. The diaries must be submitted after the survey ends, be legible, have all days accounted for and meet a variety of other quality control usability criteria. The usable diaries are then edited for time and station identification. Legal call letter files, slogans, personalities and sporting events are used in the editing process. The edited diaries are then keyed into Arbitron's computers, which further validate the logic of the listening and identify diaries with unusual listening for further validation (or exclusion).

Returned Sample Weighting

Because no sampling frame is perfect, and be-

cause not everyone who is asked to participate in the survey actually returns a usable diary, there are imbalances in Arbitron's returned sample relative to the universe it represents. For this reason, Arbitron employs sample balancing to guarantee proportional representation of the returned sample to universe controls updated annually by Market Statistics, Inc. Arbitron weights its returned sample on county, sex, age, and (in certain markets) race/nationality.

The Survey Area

Arbitron Radio measures and reports estimates in terms of the Metropolitan Survey Area (Metro or MSA), the Total Survey Area (TSA) and, in some cases, the Area of Dominant Influence (ADI). The Metro is generally defined as the Standard Metropolitan Statistical Area. The TSA is generally defined by patterns of listening to stations that are "home" (licensed) to the Metro. The ADI is Arbitron Television's market definition, which defines each television market in terms of measurable viewing patterns. Radio audience estimates are reported by ADI for the top 50 ADI markets only.

The Audience Report

The Arbitron Radio Market Report presents radio listening by demographic group and day-part in terms of average quarter-hour and cume estimates. These estimates are presented as projected persons, persons ratings and persons shares for the Metro Survey Area, Total Survey Area and, in some cases, the ADI.

Data are reported for weekday and weekend listening for the following basic day-parts, as well as combinations and components thereof:

6:00 am — Midnight
 6:00 am — 10:00 am
 10:00 am — 3:00 pm
 3:00 pm — 7:00 pm
 7:00 pm — Midnight

Limitations

All Arbitron audience data are estimates and subject to limitations inherent in Arbitron's methodology as stated in each Arbitron local market report. Hence, the accuracy of Arbitron estimates cannot be determined to any precise mathematical value or definition.

Chapter II

Black Measurement at Arbitron: An Historical Perspective

Black Measurement at Arbitron: An Historical Perspective

In most areas of the country, Arbitron diaries are mailed directly to the respondents and returned by them the same way. A few years ago it was recognized that two important sub-populations, blacks and Hispanics, were being underrepresented in Arbitron samples, primarily, it was felt, because the people in those groups were far less inclined than others to mail back their diaries. For this reason special procedures were devised to encourage greater participation by blacks and Hispanics.

These procedures, which have been generally successful, include the daily retrieval of listening data by means of a telephone interview with each respondent (referred to as the Telephone Retrieval — “TR” — method). This procedure is used in metros with large black populations. In heavily Hispanic areas, diaries are delivered in person to each home by an interviewer who then collects them at the end of the survey week (the Personal Placement and Retrieval procedure, or “PPR”).

Why were these particular procedures chosen? In fact, why were *two* special procedures necessary? Arbitron, attempting to find a data-collection procedure for blacks and Hispanics superior to mail placement and return, elected to experiment with the only other practical procedures known — telephone interviewing and personal interviewing.

During the summer of 1967, Arbitron conducted full-scale field tests in the ethnic neigh-

borhoods of the District of Columbia and San Antonio. Separate ethnic-interviewer staffs were hired in both markets to personally place and retrieve diaries. In Washington, an additional sample of respondents was interviewed each day by telephone. The test confirmed the findings of a pilot test that Spring, that personal placement of diaries among Washington's blacks was extremely difficult. Most interviewers were highly disinclined to enter certain Washington neighborhoods, especially after dark. Working during the daytime, interviewers often found only children at home. Although some of the problems encountered by the personal interviewing staff were also met by the telephone interviewers (children at home during the day, for example), the telephone procedure achieved satisfactory cooperation.

From this test, Arbitron concluded that telephone retrieval* should be used to measure the listening of blacks. The telephone retrieval technique was initially confined to Zip Code-defined areas where blacks represented a substantial portion of the population, referred to as High Density Black Areas (HDBA).

The High Density Black Areas were

*Initially called “Telephone Reconstruction,” in which diaries were mailed to respondents and an interviewer called during each evening to collect listening written down by the respondent.

treated as separate sub-units of the counties in which they were located. This made it possible to separately sample and weight all the listed telephone residents of each High Density Area to guarantee the proper representation of all respondents in that area (but without regard to race, which was not known).

There were two principal drawbacks to that approach, however. The procedures did not include those minority-group households located *outside* the High Density Areas. In addition, it was not possible to identify the race or nationality of *individual* respondents. Arbitron's attorneys advised against asking respondents for their race because they felt such a procedure might be considered unconstitutional. Consequently, sampling and weighting had to be performed on the entire High Density Black Area, which included non-black as well as black persons.

In 1973, however, legal advice was received which allowed Arbitron to begin asking a race/nationality question. Now black (and Hispanic) diaries could be weighted to their population proportions (estimated annually by Market Statistics, Inc.). This race/nationality

weighting, introduced by Arbitron Radio in 1973, guaranteed proportional representation of black and/or Hispanic persons by age group and geographic area, including the High Density Black and Spanish Areas.

The race/nationality question enabled Arbitron to extend the specialized procedures *outside* the High Density Black Area. In 1974, Arbitron Radio extended the use of Telephone Retrieval to *all* households identifying themselves as black in metropolitan areas where Telephone Retrieval was in use.

These, then, are Arbitron Radio's black measurement procedures, presently in effect in 66 metros:

1. Within the High Density Black Area of each metro (generally defined as Zip Codes with 35% or more black population in the 1970 Census) all homes are called daily during the survey week for retrieval of each respondent's listening.
2. Outside the HDBA, homes identifying themselves as black receive the daily calling treatment, while homes not identifying themselves as black receive the standard mail diary treatment.

Chapter III

The Black Ethnic Procedures Study — Its Objectives

The Black Ethnic Procedures Study — Its Objectives

Telephone Retrieval has served as intended by raising the representation of blacks in Arbitron samples. There have been indications over the years, however, that the use of a telephone methodology may produce audience estimates that are different from those obtained through the mail diary.

The study discussed in this report was designed to formally investigate these indications, using samples of sufficient size to draw meaningful conclusions.

The first question to be answered was: Are the returned-sample characteristics and the audience estimates produced by telephone retrieval different from those produced by the standard mail diary?

If, indeed, the two procedures were found to measure black listening with different results, then the second question to be answered was: What caused the differences? Two areas of investigation were built into the test design. The first sought to learn if certain *procedural differences* between Telephone Retrieval and mail diary methods caused the audience differences. Under suspicion was the Telephone Retrieval technique's greater reliance on the respondent's memory than the

mail diary. Do respondents accurately recall all their radio listening when the interviewer calls? Another area of interest was Arbitron's acceptance of relayed information in Telephone Retrieval — the reporting by one household member of an absent family member's listening.

A second possible cause of audience or sample characteristic differences to be investigated was *mail diary non-response bias*. As the mail diary response rate is typically somewhat lower than that of a telephone retrieval sample, any differences observed might be due to the presence of a type of listening in the telephone retrieval sample not found in the mail diary sample.

A final topic to be investigated had to do with the homogeneity of listening within the HDBA and patterns of black listening inside the HDBA as compared with outside the HDBA. The residents of the HDBA, of course, are not all black. Do HDBA non-blacks behave as do HDBA blacks in terms of survey response and radio listening? Do black persons who do not live in central city areas behave like those who do?

Chapter IV

The Black Ethnic Procedures Study - Its Design

The Black Ethnic Procedures Study – Its Design

In order to answer the questions we had posed, three separate audience surveys were conducted in the Atlanta and Norfolk-Portsmouth-Newport News-Hampton metros during Arbitron Radio's October/November 1977 survey period (October 20–November 16, 1977).

As a part of our standard surveys, Telephone Retrieval was used in both markets to measure all persons in the HDBA as well as metro area black persons outside the HDBA. Arbitron's standard mail diary technique was used to survey all non-black respondents outside the HDBA.

In order to determine whether or not the mail diary and telephone retrieval procedures produced the same results, a second sample reversed these procedures: the standard mail diary was used to survey the HDBA and metro black respondents outside the HDBA, while Telephone Retrieval was used to survey metro non-blacks outside the HDBA.

A third sample was placed in the HDBA and among blacks outside the HDBA in each market. This sample was surveyed using a special mail diary technique designed to achieve maximum response rate. The standard mail diary was augmented using additional monetary premiums with the diary, a mid-week monetary premium, additional telephone calls during the survey week and special incentives for

field coordinators and interviewers. By comparing this sample with the standard mail diary sample, we would have an indication of any biases brought on by mail-diary non-response. By comparing this sample that had a response rate approaching that of Telephone Retrieval with Telephone Retrieval itself, we would have an indication of any biases brought on by differences in the nature of the procedures themselves.

Of course, only those respondents surveyed by the standard procedures in each metro were used in the processing of the published market reports for the market.

For test purposes, Arbitron's Expanded Sample Frame technique, which includes unlisted telephone homes in the sampling frame, was used throughout all samples. All materials used in the test — diaries, letters, envelopes — were standard Arbitron materials. A complete description of methodology is included in Appendix B.

Throughout the report, table column headings have been labelled according to interviewing procedure (TR, Mail, Augmented Mail) for easier interpretation. In every comparison, the left-hand column of the page is the standard radio market report procedure.

For simplicity, the Norfolk-Portsmouth-Newport News-Hampton market will be referred to as "Norfolk."

Chapter V

The Black Ethnic Procedures Study - Its Findings

The Black Ethnic Procedures Study – Its Findings

Sample Performance

Consent Rates

The consent rate is the rate at which homes, when contacted on the telephone by the Arbitron interviewer, agree to be in our survey. This rate is a function of the nature of the task proposed and the skill of the interviewers in proposing it. The consent rate affects overall response rate in that persons who do not agree to be in the survey are not sent diaries, and so have no chance of being tabulated in our sample.

In Norfolk, consent rates for all three samples tended to be similar for listed homes both inside and outside the HDBA, while unlisted homes showed some differences. In Atlanta, some differences were observed in all samples. The differences observed in these calls were probably a function of interviewer experience.

Return Rates

Return rates represent the total tabulated diaries from a sample, expressed as a percentage of the total eligible persons in consenting homes (i.e., all persons sent diaries). The highest return rates were found, not surprisingly, in the telephone retrieval samples. In a TR sample, the field interviewer actually completes the diary and returns it to Beltsville; all the respondent must do is supply the day's lis-

tening to the interviewer via telephone. The mail diary procedure, which asks the respondent to do all the work (that is, filling out the diary and returning it by mail), resulted in a much lower return rate. In some cases, the mail return rate was only one-half as large as the Telephone Retrieval rate. However, the return rate improved sharply with the augmented mail diary procedure (higher premiums, etc.).

These patterns held true in Atlanta and Norfolk, both inside and outside the HDBA. Black return rates, however, tended to be slightly lower than non-black return rates, independent of method or location (see Table V-1).

Non-blacks outside the HDBA were not measured with the augmented mail diary. Additional details are contained in Appendix Tables 1-4.

Response Rates

Response rates represent the total usable (tabulated) diaries from a sample, expressed as a percentage of the total eligible persons in all sample homes, whether or not the home had consented to participate in the survey. (Note that by contrast, a return rate's denominator is consenting persons, not total persons.)

Telephone Retrieval, not unexpectedly, produced the highest HDBA response rates of the three procedures. Approximately two-

Table V-1
Return Rates

	HDBA			Non-HDBA		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Atlanta						
Blacks	67%	31%	48%	61%	35%	50%
Non-Blacks	75%	35%	57%	72%	49%	-
Norfolk						
Blacks	77%	38%	49%	57%	34%	52%
Non-Blacks	75%	48%	64%	78%	59%	-

thirds of all persons in the original TR samples were represented by return diaries. The mail procedures, on the other hand, fell far short of these levels. Only about one-fourth of the mail diary respondents (with standard premiums) responded. By using augmented procedures with the mail diaries, the response rate was indeed higher but still short of the TR response (see Table V-2).

Do Arbitron's Mail Diary and Telephone Retrieval Techniques Produce the Same Results?

The first phase of this study was devoted to a straightforward comparison of the TR and mail diary methods as practiced routinely by Arbitron. When the two procedures were used side by side to measure the same population, would similar estimates result?

It was pointed out previously that mail diary return rates were substantially lower than TR return rates. Those who did not return their mail diaries tended to be young (18-24) and black. In general, the sex/age distributions of the mail samples tended to skew older than the TR samples, which themselves closely resembled the population sex/age distribution (Appendix Tables 6-13). Blacks were better represented in the TR samples (with their higher return rates) than in the mail diary samples (Appendix Table 14).

The answer sought by this analysis to the question, "Do the Arbitron telephone retrieval and mail-diary procedures produce different

Table V-2
HDBA Response Rates¹

	TR	Mail	Aug. Mail
Atlanta	62%	22%	40%
Norfolk	62%	31%	44%

¹From Appendix Table 5. Separate response rates for blacks and non-blacks could not be calculated because the ethnic classification of non-consenting homes was not known. Due to procedural differences in testing the three methods (TR, Mail, Augmented Mail) outside the HDBA, non-HDBA response rates could not be compared in a meaningful fashion.

listening estimates?" was an unequivocal "yes." The two procedures produced sometimes striking differences, potentially the result of a number of biases.

The most important of these differences is that the two methods did not produce the same listening levels. This effect was more pronounced in the HDBA. Throughout, ratings calculated from Telephone Retrieval data were several points below the mail diary ratings. Virtually all sex/age groups were a part of this pattern, which was clearly present in both test markets.

A second related finding was that the gap between the TR and mail diary ratings varied depending on the time of day, primarily among blacks. During the morning (6-10 am), average quarter-hour levels differed the most. Subsequent day-parts differed progressively less until, in the evening, only small differences could be ascertained (see Table V-3).

An explanation of the time-related finding may lie in the way Arbitron Telephone Retrieval interviewers are instructed to call. In-

terviewers dial the telephone numbers of their assigned sample homes at all hours of the first survey day until a contact is made.* Once that contact has been made and the time noted, the interviewer establishes a schedule of calling at approximately the same time each remaining day of the survey week. Because most family members are home during the evening hours, the probability is high that most daily calls will be made during the evening.

With most interviews taking place during the evening hours, the effect on TR listening levels from a recall (memory loss) bias would tend to be greatest for the day-part furthest removed from the evening call: the 6-10 am day-part. That is exactly what happened in the average and cume data. The TR levels were slightly lower 7 pm-Midnight as well, possibly because most evening calls are completed by 9

*TR transfer homes (non-HDBA black households) are contacted the day before the survey begins, and informed that they will be interviewed by TR instead of being sent a mail diary.

Table V-3
Average Rating Totals by Day-Part¹
(Persons 12 + — Atlanta and Norfolk Combined)

	HDBA				Non-HDBA			
	Black		Non-Black		Black		Non-Black	
	TR	Mail	TR	Mail	TR	Mail	TR	Mail
6 am-Midnight, M-S	16.0	20.2*	13.9	15.9	16.7	16.9	14.8	15.4
6-10 am, M-F	19.6	28.5*	19.2	21.4	18.1	25.0*	18.1	22.4*
10 am-3 pm, M-F	15.8	20.3*	16.3	19.9	17.2	17.2	17.4	17.3
3-7 pm, M-F	19.9	21.4	16.3	18.9	20.0	18.7	17.8	18.6
7 pm-Midnight, M-F	10.1	11.2	6.7	9.5	9.2	9.1	6.8	8.2*

¹Additional comparisons in Appendix Tables 15-22.

*Difference between TR and Mail ratings is statistically significant at two standard errors (95.5% confidence level).

pm. Any listening that took place between 9 pm and midnight would have to be remembered until the next evening's call.

The findings strongly suggested classic recall problems, which have to do with respondent memory. One of memory's determining variables is salience, the relative importance an activity or event has to an individual. If radio listening has low salience among all the daily activities of the average person, then it is probably quickly forgotten. An interviewer calling during the evening hours (when most calls occur) would stand less chance of retrieving the respondent's morning radio listening after 10-12 hours of other activities had intervened than of retrieving listening that took place closer in time to the evening call.

The salience idea seemed an appropriate explanation of yet another observation, that the shares of stations programming "beautiful" music outside the HDBA tended to be lower in the TR sample than in the mail diary

sample (they were similar, however, inside the HDBA). If, as some have maintained, the music of such stations is used by listeners as a background to other activities, it would likely be remembered less well than other program formats. There were other formats with lower shares in the TR sample, to be sure, but not with the same consistency as the "beautiful" music stations. No conclusions could be drawn about the country stations, for example, because the large differences measured ran in opposite directions. The stations whose TR shares were higher, incidentally, were the dominant contemporary stations, those whose call letters were most likely to be remembered because of their familiarity.

Table V-4 is an excerpt from the share tables (Appendix Tables 23-29) by respondent location and race.

Black-station shares of adult listening (not shown below — see appendix) did not seem related to procedure. Both inside and outside

Table V-4
Average Shares by Station Format¹
(Persons 12 + , 6 am-Midnight, M-S — Atlanta and Norfolk Combined)

	HDBA				Non-HDBA			
	Black		Non-Black		Black		Non-Black	
	TR	Mail	TR	Mail	TR	Mail	TR	Mail
Contemporary	12.2	7.2	35.0	23.6*	10.9	9.8	41.4	37.8
MOR	6.6	7.1	15.8	15.7	7.6	4.0	12.5	15.2
Beautiful Music	3.0	4.6	19.6	19.8	1.5	6.1*	14.4	18.5*
Country Music	1.4	1.5	12.5	21.6*	5.2	3.1	17.7	12.9*
Black	67.6	67.2	10.6	4.7	62.7	67.6	2.6	1.2
News/Talk ²	7.2	8.7	2.1	11.7	5.6	3.2	8.2	8.0

¹Lists of stations for each format classification will be found in Appendix B.

²Atlanta Only

*Difference between TR and Mail shares is statistically significant at two standard errors (95.5% confidence level).

the HDBA, little evidence could be found that black stations benefited more from one procedure than from another — among adults, at least. Black teen shares, however, tended to be higher for the black stations when Telephone Retrieval was used. Non-black teen shares also seemed dependent upon procedure: in the TR samples, higher for beautiful music stations but lower for contemporary stations. In short, teen listening preferences looked a bit like adult preferences when measured by TR.

This may have been caused by relayed listening. When a person being interviewed by telephone is asked to relay the listening of an absent member of the household, there could be a tendency for the respondent to report listening for the absent person similar to his/her own listening. If teenagers tended to be more difficult to reach on a daily basis than other household members, then the effect proposed above would be substantial. The TR-collected teen data might be “translated” to resemble, say, the parents’ listening.

Telephone Retrieval not only produced lower average audience levels than the mail diary, but also a smaller cumulative audience — further evidence of recall bias. The pattern was very similar to that noted above with average quarter-hour levels. Fewer people in the TR samples than in the mail samples reported listening to the radio five minutes or more during the survey week (see Table V-5).

Cume ratings were related to respondent race, as were the average ratings. Among blacks, TR cumes were lower than mail diary cumes for black stations, and among non-blacks, most other station cumes were lower.

Mail diary listening levels were also found to diminish with each passing day during the survey week, an indication either of diary-keeper overenthusiasm at the beginning of the week or increasing fatigue as the survey progressed. Only weekday levels were compared, as they were assumed to be relatively constant in contrast with weekend levels. Telephone Retrieval levels remained more or less con-

Table V-5
Cume Rating Totals by Day-Part¹
 (Persons 12 + — Atlanta and Norfolk Combined)

	HDBA				Non-HDBA			
	Black		Non-Black		Black		Non-Black	
	TR	Mail	TR	Mail	TR	Mail	TR	Mail
6 am-Midnight, M-S	92.9	94.9	93.1	94.5	95.4	96.7	97.4	95.2
6-10 am, M-F	75.0	85.3*	78.6	82.2	74.4	86.2*	79.6	84.2*
10 am-3 pm, M-F	57.8	67.9*	63.5	66.6	60.0	62.0	65.9	63.2
3-7 pm, M-F	69.2	75.9	71.9	79.5	73.4	75.4	81.5	79.8
7 pm-Midnight, M-F	58.2	58.2	48.7	56.4	53.0	54.2	51.4	58.8*

¹Additional comparisons in Appendix Tables 30-37.

*Difference between TR and standard Mail ratings is statistically significant at two standard errors (95.5% confidence level).

stant, however, with the exception of the last day, when the TR level rose several points* (see Table V-6).

Overall, a number of differences were found to exist between the audiences measured by Telephone Retrieval and the mail diary — primarily, that average quarter-hour and cume rating totals were lower in the TR samples than in the mail samples. What caused these differences — a mail diary non-response bias, or procedural differences between the two methods? Although it would be premature to draw a conclusion from the comparisons made thus far, the preceding analysis has provided some clues. The sections that follow explore non-response and procedural differences as causes for the audience estimate discrepancies just observed.

A Search for Causes — the Sample

By directly comparing two Arbitron diary samples, one collected by Telephone Retrieval and the other by the mail diary procedure, we found the two produced different estimates of the radio listening audience. The principal finding was that listening levels measured by telephone were somewhat lower than mail diary levels, particularly in the morning.

To search for the causes of the differences, two propositions have been set forth for examination. One is that differences between the procedures themselves — the specifics of how the data are gathered — result in dissimilar

*Wednesday, the last day of the survey week, is the only day for which a call must be completed — an Arbitron Telephone Retrieval interviewing rule. This call is to be made immediately after the survey week is over. That practice apparently caused a sharp reduction in the recall time-span (i.e., the respondent was more likely to remember Wednesday listening because of the amount of time between actual listening and the interview itself was reduced to one or two days).

Table V-6
Average Rating Totals by
Day of Survey Week¹
(Atlanta and Norfolk HDBA's Combined —
Persons 12 + , 6 am-Midnight)

	Thur	Fri	Mon	Tue	Wed
Mail Diary	22.0	20.6	17.9	17.5	18.2
Telephone Retrieval	15.4	15.7	15.0	14.2	17.6

¹Additional details in Appendix Tables 38-46.

findings. That possibility will be investigated in a subsequent section of this report.

The other proposition speculates that a mail diary in-tab sample contains a substantially smaller number of a certain type of listener than is found in a Telephone Retrieval in-tab sample. That "type" of listener has been thought to be a *light* listener, one whose station preferences may or may not be typical. Because these light listeners are not especially interested in radio listening and even less in radio listening surveys, the idea goes, they tend not to return their diaries. On the other hand, light listeners in a TR survey are much better represented in-tab because little effort is required of them to participate in the survey. Some may drop out of a TR survey after a few days, to be sure, but probably not to the extent as in a mail survey.*

*There are other reasons, of course, why a person in the original sample may not be represented in-tab. Because Arbitron does not send diaries to households from which consent was not obtained, there remains a group of households in each original sample (10%-15%) where no one was at home, or the respondent refused to participate or even to be interviewed, or the line was always busy. But, people who fall in these categories are also found in similar numbers in a TR survey and so are not thought to contribute to audience differences between TR and mail-diary samples.

The implication of underrepresenting these light listeners is that without them, listening levels are artificially raised. The light listeners select themselves out of the sample, so to speak, leaving primarily moderate-to-heavy users of radio for the rating calculations.

Because the main purpose of this study was to compare audience data collected by the mail diary with data gathered by Telephone Retrieval, it was necessary to resolve the question of a mail diary non-response bias as part of the overall examination. If no bias could be found, then any observed audience differences could be attributed to other causes.

The method chosen for this experiment was to first raise the mail response rate by augmenting the survey procedures. Then, sample and audience data from the augmented mail sample, with its higher response rate, could be compared with data from a standard mail diary survey of a lower response rate. Any audience differences could then be attributed to that group of people who responded in the augmented sample but who otherwise would have been non-responders in a standard survey.

The augmented-sample survey was conducted concurrently with the October/November 1977 Radio Survey, as were the surveys analyzed in the preceding section. Samples were placed in the metros of Atlanta and Norfolk, but non-blacks outside the HDBA were cancelled. As a consequence, analyses will be limited to blacks and non-blacks within the HDBA and blacks outside the HDBA.

The specific augmentation procedures are described in Appendix B. They consisted primarily of increased premium to respondents, additional follow-up calls, and interviewer performance incentives.

Results

This phase of the experiment, designed to in-

vestigate the possibility of a non-response bias, consisted of a comparison between two mail diary samples with unequal response rates. Any audience differences between the samples could be attributed to the additional group of respondents present in the sample with the higher response rate (or to respondent reaction to the special procedures employed for increasing response). The result expected was that higher response rates would produce lower listening levels.

To achieve higher mail diary response, "augmented" procedures were used — higher premiums, additional follow-up calls, and interviewer incentives. As mentioned earlier, these special procedures proved to be very effective among respondents of all races. Return rates were 10-20 points higher in the augmented samples than in the standard mail samples, and HDBA response rates were comparable to Market Report non-HDBA mail diary levels.

Contrary to expectations, *No clear, convincing patterns were found* among the audience data when the augmented-diary data were compared with the standard mail diary data. There were tendencies, but no strong ones; often a pattern spotted in one test market could not be found in the other market. These uncertain relationships might have been clearer had it been possible with augmentation to raise mail diary response as high as TR response levels. (As it turned out, a gap of 18%-20% still remained between the TR and augmented-mail response rates. What effect this missing group's diaries might have had on the mail audience estimates is therefore unknown.) Thus, it must be concluded that if a non-response bias did exist in the standard mail diary procedure, as measured in the present study, it was too weak to be detected amidst the "noise" of such other intervening variables as sample error or diarykeeper

reaction to the augmentation procedures themselves.

Average quarter-hour levels, for example, were virtually the same among HDBA blacks no matter whether they were measured by augmented or standard mail diary. But the listening of non-blacks in the HDBA as well as blacks outside the HDBA tended to be higher in the augmented samples (yet none were statistically significant at two standard errors — see Table V-7).

Overall, there seemed to be a better cause for augmented-diary audience levels to be higher than standard mail-diary levels rather than to be lower. This can be seen in Table V-8, which shows the number of differences where the augmented-diary average audience levels were higher or lower than the standard mail-diary levels (combined markets, all races and day-parts).

While some of the smaller sex/age group differences leaned toward the negative side (Men and Women 45-64, Women 18-24), the

bulk of the significant differences was decidedly positive.

Were the shares within station format groups in the augmented diary sample different from those in the standard mail diary sample? For the most part, no. Whatever effects the higher response rate or the augmentation procedure may have had on reported listening, they were not closely related to a station's format (see Table V-9).

Share differences were generally rather small in all the samples. None were statistically significant at two standard errors (95.5% confidence level). The only tendencies noted in the augmented samples were toward higher beautiful music shares for older men in both markets, and lower black station shares for black women and teens outside the Atlanta HDBA (see Appendix Tables 30-37).

Cume listening levels were also examined for differences between the two mail procedures. As with the average quarter-hour levels, resulting differences were small, with a

Table V-7
Average Rating Totals by Day-Part'
(Persons 12+ — Atlanta and Norfolk Combined)

	HDBA				Non-HDBA			
	Black		Non-Black		Black		Non-Black	
	Mail	Aug. Mail	Mail	Aug. Mail	Mail	Aug. Mail	Mail	Aug. Mail
6 am-Midnight, M-S	20.2	19.9	15.5	17.2	16.9	19.2		
6-10 am, M-F	28.5	27.5	21.4	24.2	25.0	28.2		
10 am-3 pm, M-F	20.3	18.1	19.9	20.5	17.2	19.5		
3-7 pm, M-F	21.4	20.5	18.9	19.8	18.7	21.6		
7 pm-Midnight, M-F	11.2	14.5*	9.5	9.1	9.1	11.7		

'Additional details in Appendix Tables 15-22.

*Difference between standard Mail and Augmented Mail Diary Rating Totals is statistically significant at two standard errors (95.5% confidence level).

Table V-8
**Direction of Differences Between
 Augmented and Standard Mail Diary
 Rating Totals**

	Higher	Lower	Same	Total
Persons 12 +	21 (2)	8	1	30
Men 18 +	19 (2)	10 (1)	1	30
Women 18 +	22 (1)	8	0	30
Teens ¹ 12-17	18 (3)	12	0	30
Men 18-24	16 (3)	11 (1)	3	30
25-44	14 (1)	16	0	30
45-64	10 (3)	18 (1)	2	30
Women 18-24	6 (1)	22 (1)	2	30
25-44	25 (1)	5	0	30
45-64	12 (1)	18 (4)	0	30

(The number of statistically significant differences — two standard errors — are shown in parentheses.)

slight tendency for the augmented cumes to be higher than the standard mail cumes (see Table V-10).

Could the tendency toward higher augmented-diary listening levels have been a result of raising the response rate (and thereby reducing the number of non-responders), or could it have been a general reaction by respondents to the augmentation procedures? There are several possible outcomes, any of which could be the truth:

1. Augmented diary levels were higher because reporting improved. For this to have happened, respondents would have to have been sufficiently impressed by the extra money, additional follow-up calls, etc., to take the survey more seriously than those who received standard treatment. They would have had to take greater pains with their diaries, with resulting higher levels.

Table V-9
Average Shares by Station Format¹
 (Persons 12 + , 6 am-Midnight, M-S, — Atlanta and Norfolk Combined)

	HDBA				Non-HDBA			
	Black		Non-Black		Black		Non-Black	
	Mail	Aug. Mail	Mail	Aug. Mail	Mail	Aug. Mail	Mail	Aug. Mail
Contemporary	7.2	9.3	23.6	25.1	9.8	10.5		
MOR	7.1	6.1	15.7	10.5	4.0	7.2		
Beautiful Music	4.6	6.7	19.8	21.0	6.1	3.7		
Country Music	1.5	1.3	21.6	19.6	3.1	1.0		
Black	67.2	67.0	4.7	5.1	67.6	59.7		
News/Talk ²	8.7	6.4	11.7	8.6	3.2	1.8		

(Augmented Mail diary not employed among non-blacks outside the HDBA.)

¹Lists of stations for each format classification will be found in Appendix B.

²Atlanta only.

Table V-10
Cume Rating Totals by Day-Part¹
 (Persons 12 + — Atlanta and Norfolk Combined)

	HDBA				Non-HDBA			
	Black		Non-Black		Black		Non-Black	
	Mail	Aug. Mail	Mail	Aug. Mail	Mail	Aug. Mail	Mail	Aug. Mail
6 am-Midnight, M-S	94.9	96.3	94.5	96.2	96.7	97.8		
6-10 am, M-F	85.3	86.4	82.2	88.2	86.2	88.9		
10 am-3 pm, M-F	67.9	62.5	66.6	69.2	62.0	65.1		
3-7 pm, M-F	75.9	76.2	79.5	79.6	75.5	76.4		
7 pm-Midnight, M-F	58.2	68.7*	56.4	57.4	54.2	61.1		

¹Additional comparisons in Appendix Tables 23-29.

*Difference between standard and augmented mail diary rating totals is statistically significant at two standard errors (95.5% confidence level).

2. Augmented diary levels were higher because the *respondents temporarily listened more*. Augmented sample respondents, more so than standard respondents, wanted to “repay” Arbitron for the premium by listening during the survey more than usual.
3. Augmented levels were higher because the additional groups of diarykeepers persuaded by augmentation to return their diaries truly were *consistently heavier listeners*. If this were the case, bringing progressively more of them into the sample would produce a corresponding increase in the reported listening levels. It follows that if the 40% response rate attained by the augmented mail-diary procedure could have been raised to the level of the TR rate, 60%, listening levels would have been reported even higher than those shown in the tables of this report. And if this were true, TR listening levels would have been the highest of all because the TR samples had the highest response. Of course, the opposite was seen: TR audience levels were below the standard mail-diary levels.
4. Augmented diary levels were higher because respondents *falsely reported more listening* when no real listening had taken place (again, to “repay” Arbitron). This in itself would take time and effort and probably would be a rare occurrence.
5. Augmented diary levels were higher because the hypothesized *light-listening non-responders were not brought into the sample* by augmentation, allowing one or more of the above positive influences to raise levels without a counterbalancing negative influence (i.e., the inclusion of light listeners). This idea supposes that the additional group of

diarykeepers brought into the returned sample by augmentation actually required very little additional coaxing because their interest in radio was much like the other diarykeepers brought in by standard premiums. Thus the group of respondents not returning their diaries constituted the hard core non-responders, those having little or no interest in radio listening and radio surveys: the light listeners.

Exactly which of these possible effects caused the higher augmented mail levels cannot be clearly identified. (This study was not designed for such an analysis; a separate Arbitron report* examines mail non-response bias more thoroughly.) All in all, these effects appear not to have been very powerful, as the differences pointed out between standard and augmented levels were quite small.

Therefore, the much larger differences seen earlier between the standard mail diary and TR levels appear not to have been the result of one of the relatively weak effects described above (mail diary non-response included), but seem at this point to have come from *methodological* differences. This possibility will be examined in the next section.

A Search for Causes — Methodological Differences

Having largely ruled out non-response as a major contributor to the substantial audience-level differences observed previously between TR and mail diary, the investigation focused next on procedural dissimilarities as a possible cause of the observed audience differences.

Both the mail diary and Telephone Re-

trieval procedures use exactly the same document (a diary) to record listening. The same kinds of information are thus solicited by both procedures. Where the two differ is in the way listening data are collected and entered into the diary. Specifically, one is sent by mail to the respondent who then completes the diary himself — the “mail diary” procedure. TR respondents, on the other hand, are called daily by telephone and asked to report their listening for that day to the interviewer, who then enters the information in the diary.

Data collection (return, actually) is left to the respondent in a mail survey, and the result is a relatively low response rate. TR respondents, whose only reporting task is to talk to the interviewer, remain in the survey at a higher rate than mail respondents. This difference in response, the principal suspected flaw in the mail diary method, was found to have little or no effect on the audience data.

There are, on the other hand, a number of characteristics of Telephone Retrieval that suggest *memory* problems. Mail diary respondents may carry their diaries with them, making entries as soon as listening is finished. TR respondents must *recall* all their listening for the day in one sitting — the daily call from the interviewer. How well the TR respondent remembers his/her listening depends in large part on the probing skill of the interviewer.

Arbitron's rather liberal reporting standards may have added to the memory problem. While a respondent's listening must be gathered through at least five contacts with the home, “relayed” listening is accepted. (When a respondent is not home at the time the daily call is made another household member is permitted to report the listening of the absent person.) Confronted with a request to provide the listening of someone else, the “relayer” may find ignorance of the absent per-

*Arbitron, *The Radio Non-Response Study*, 1979.

son's listening — not memory — to be a problem. At the time this study was conducted, there was no minimum number of *direct* (unrelayed) interviews required with the respondent during the survey week. Arbitron's TR procedure has since been changed (effective January 1979) to require that at least two of the contacts during the week be *direct* interviews with the respondent.

The potential problems outlined above could lead to, among other things, dominant-station biases and underreporting. Evidence of underreporting was found in the Telephone Retrieval pilot tests in 1967 where TR estimates were consistently below the mail-diary estimates.* But, because TR fulfilled its primary purpose of achieving a high response rate and raising black representation in a sample, the lower audience-level shortcoming has been tolerated since TR's inception.

The present study has demonstrated that Arbitron's TR listening levels can be substantially lower than the mail diary levels. A non-response bias could not be detected in the returned mail samples (described in the preceding section), so that possibility was ruled out as a cause of the differences between TR and mail audience estimates.

With the rejection of the non-response bias hypothesis the second "why" hypothesis was investigated, that *procedural* dissimilarities caused the TR and mail-diary methods to measure the radio audience differently. By controlling the response rate (holding it constant), a comparison of TR and mail-diary data would reveal whether the differences would remain that had been noted when response was not controlled. If they did, their cause could be attributed to procedural differences.

*Arbitron, "Ethnic Control Analysis," Jan. 29, 1968. Internal memorandum.

Had there been evidence of a non-response bias, the subsequent comparison with controlled response would have revealed the extent to which procedural differences contributed to the audience differences, if at all. But, because no convincing evidence of a non-response bias was found, it appeared inevitable that procedural dissimilarities were responsible for the observed audience-level differences. The TR vs. augmented mail diary investigation described below is therefore a verification of the first comparisons made in this report between TR and the standard mail diary (the section titled, "Do Arbitron's Mail Diary and Telephone Retrieval Techniques Produce the Same Results?").

Results

To control for non-response in order to observe procedural effects, the mail samples with response rates closer to the TR rates (the augmented mail-diary samples) were selected for comparison with the TR audience data. Ideally, the response rates for the TR and mail diary samples should have been identical. But, even though the augmented mail-diary rates were 13-18 points higher than the standard mail-diary rates, they were still 20 points below the TR response. Consequently, it was possible to only *partially* control for response in the comparisons, but it was assumed that the higher mail-diary response obtained was sufficient to reveal a tendency.

Not surprisingly, most of the audience estimate difference patterns identified earlier in the TR vs. standard mail diary comparisons were also plainly evident in the comparisons between TR and the *augmented* mail diary. For example, the augmented diary obtained higher listening levels than Telephone Retrieval, just as the standard mail diary had done. And similarly, those day-parts where augmented diary

levels differed most from TR levels were those most removed in time from the typically-early-evening interviewer call (see Table V-11).

The very same relationships were found in

the cume rating totals: Differences between the two procedures were greatest during the morning day-part (6-10am) and least in the early evening (3-7pm) (see Table V-12).

Table V-11
Average Rating Totals by Day-Part¹
(Persons 12+ — Atlanta and Norfolk Combined)

	HDBA				Non-HDBA			
	Black		Non-Black		Black		Non-Black	
	TR	Aug. Mail	TR	Aug. Mail	TR	Aug. Mail	TR	Aug. Mail
6 am-Midnight, M-S	16.0	19.9*	13.9	17.2	16.7	19.2		
6-10 am, M-F	19.6	27.5*	19.2	24.2	18.1	28.2*		
10 am-3 pm, M-F	15.8	18.1	16.3	20.5	17.2	19.5		
3-7 pm, M-F	19.9	20.5	16.3	19.8	20.0	21.6		
7 pm-Midnight, M-F	10.1	14.5*	6.7	9.1	9.2	11.7		

¹Additional comparisons in Appendix Tables 15-22.

*Difference between TR and Augmented Mail diary rating totals is statistically significant at two standard errors (95.5% confidence level).

Table V-12
Cume Rating Totals by Day-Part¹
(Persons 12+ — Atlanta and Norfolk Combined)

	HDBA				Non-HDBA			
	Black		Non-Black		Black		Non-Black	
	TR	Aug. Mail	TR	Aug. Mail	TR	Aug. Mail	TR	Aug. Mail
6 am-Midnight, M-S	92.9	96.3	93.1	96.2	95.4	97.8		
6-10 am, M-F	75.0	86.4*	78.6	88.2*	74.4	88.9*		
10 am-3 pm, M-F	57.8	62.5	63.5	69.2	60.0	65.1		
3-7 pm, M-F	69.2	76.2	71.9	79.6	73.4	76.4		
7 pm-Midnight, M-F	58.2	68.7*	48.7	57.4	53.0	61.1		

¹Additional comparisons in Appendix Tables 23-29.

*Difference between TR and Augmented Mail diary rating totals is statistically significant at two standard errors (95.5% confidence level).

Most shares of black respondent listening measured by TR were very similar to those from the augmented mail diary measurement. Beautiful music stations, however, appeared to receive slightly higher shares when measured by the augmented diary, while country music station shares tended to be lower (but only in the HDBA).

Among non-blacks, there was more variation between the TR and augmented diary shares — sample sizes were smaller, resulting in sample “bounce” — but none of the differences observed were statistically significant at two standard errors.

In conclusion, then, the key finding in this study was that TR collected *lower* listening levels than the mail diary, apparently the result of some procedural difference. Although the specific procedural differences causing the audience differences could not be identified in this study (an additional study of different design would be required), the findings did provide enough information to suggest which aspects of the TR and mail diary procedures were responsible.

Two broad behavioral processes appear to be at work when radio listening is measured by Arbitron methods, both of which affect reported listening:

1. Memory effects in telephone retrieval
 - (a) Without the respondents having written down their radio listening for the day, much is demanded of a person's memory when Arbitron asks for 24 hours' worth of listening at one time (the daily call). Because the daily call typically occurs early in the evening, radio listening during those day-parts farthest removed from the call is least well-remembered. Arbitron's TR interview uses a minimum of probing,

thereby making recall more difficult than necessary for the respondent.

- (b) When the respondent is not home at the time of the daily call, anyone in the family is allowed to supply the listening activities of the absent person. Considering the personal, even *private* nature of radio listening, this is a practice that likely goes beyond memory problems in many cases by introducing the problem of simply *not knowing* the listening of the absent person. While Arbitron's new rule requires two direct contacts with the respondent during the week, the remaining occasions for the gathering of listening records still may be relays by others in the home.

2. Mail diary response Error

The observation that the augmented mail-diary procedures raised overall reported listening without biasing the results toward dominant stations suggested that augmented-sample respondents were more complete in their reporting (reduced response error). The extra premium, the additional follow-up call and the presumably heightened enthusiasm of the interviewers apparently convinced respondents that Arbitron wanted a good job from them. Conversely, this finding implies that Arbitron's *standard* mail-diary procedure produces a *slight understatement* of radio listening.

Of the two effects, memory loss in Telephone Retrieval is clearly the stronger. Differences between TR-obtained audience levels and the mail-diary procedure levels were substantial, and many were statistically significant. Differences between the standard mail

diary and augmented mail diary levels were small, very few of which were significant; the gain in reported listening as a result of the augmented mail diary procedure thus was revealed to be minor.

Patterns of Black and High Density Black Area Listening

The final analyses in this report, while not directly related to the TR vs. mail diary investigations, utilized the wealth of data collected in this study to provide long-sought answers to a pair of listening-by-race questions.

One asks if blacks and non-blacks living within an HDBA have similar radio listening habits. While a previous Arbitron analysis in 15 metro markets discovered widely different station preferences between blacks and non-blacks (shares were compared by format),* the present analysis will permit not only share

*Arbitron, *How Blacks and Spanish Listen to Radio* (Most recent in this series is Report 4, issued in 1978).

comparisons but average and cume rating comparisons as well — at the HDBA level.

The other question asks whether blacks inside the HDBA exhibit listening habits similar to blacks outside the HDBA. Are non-HDBA blacks more prosperous, better educated, and therefore dissimilar in listening preferences to their HDBA counterparts? Rating totals and format shares will be examined for differences.

Results

Quite clearly, the results demonstrated that HDBA listening activity varied sharply by race. For one thing, blacks proved to be heavier listeners; average rating totals typically were two to four points higher than the non-black totals, regardless of methodologies (see Table V-13).

Except during the evenings, however, black cumes were nearly the same as non-black cumes (see Table V-14).

The biggest race-related variation, however, was found to be in station preferences.

Table V-13
Average HDBA Rating Totals by Day-Part¹
(Persons 12+ — Atlanta and Norfolk Combined)

	TR		Mail Diary		Aug. Mail Diary	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	16.0	13.9	20.2	15.5*	19.9	17.3
6-10 am, M-F	19.5	19.2	28.5	21.3*	27.5	24.2
10 am-3 pm, M-F	15.8	16.3	20.3	19.9	18.2	20.5
3-7 pm, M-F	19.9	16.4	21.4	18.9	20.5	19.8
7 pm-Midnight, M-F	10.1	6.7*	11.2	9.5	14.5	9.1*

¹Additional Details in Appendix Tables 47-52.

*Difference between blacks and non-blacks is statistically significant at two standard errors (95.5% confidence level.)

The difference was virtually a dichotomy. Within the HDBA, blacks listened primarily to black-oriented stations, while non-blacks set their radios on all other stations except those programming black music. Among the audiences of country music stations were very, very few black listeners, making those audi-

ences almost as racially exclusive as the black-station audiences.

Significantly, none of these findings seemed dependent upon method. The patterns were clearly visible in the Telephone Retrieval, standard mail diary and augmented mail diary data (see Table V-15).

Table V-14
Cume HDBA Rating Totals by Day-Part¹
(Persons 12 + — Atlanta and Norfolk Combined)

	TR		Mail Diary		Aug. Mail Diary	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	93.0	93.1	95.0	94.5	96.0	96.2
6-10 am, M-F	75.0	78.6	85.4	82.2	86.4	88.2
10 am-3 pm, M-F	57.9	63.5	68.1	66.6	62.5	69.2
3-7 pm, M-F	75.3	71.9	75.9	79.5	76.2	79.6
7 pm-Midnight, M-F	58.3	48.7	58.3	56.4	68.6	57.4

¹Additional Details in Appendix Tables 53-58.

Table V-15
Average HDBA Shares by Station Format¹
(Persons 12 + , 6 am-Midnight, M-S — Atlanta and Norfolk Combined)

	TR		Mail Diary		Aug. Mail Diary	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary	12.3	35.0*	7.2	23.7*	9.3	25.1*
MOR	6.6	8.7	7.1	15.6*	6.2	10.5
Beautiful Music	3.0	19.6*	4.6	19.8*	6.7	20.9*
Country Music	1.4	12.5*	1.5	21.6*	1.3	19.6*
Black	67.7	10.5*	67.3	4.7*	67.0	5.1*
News/Talk ²	7.2	2.1*	8.7	11.7	6.4	8.6

¹Lists of stations for each format classification will be found in Appendix B. Additional share comparisons can be found in Appendix Tables 59-64.

²Atlanta only.

*Difference between black and non-black shares is statistically significant at two standard errors (95.5% confidence level).

It has been hypothesized that black individuals living outside the center city area (HDBA) might, because of a different life style, exhibit different listening preferences than their center-city counterparts. The final analysis in this report sought to confirm or deny this hypothesis.

The data revealed, first of all, that there were no statistically significant differences in average listening levels between HDBA and non-HDBA blacks (see Table V-16).

No difference patterns related to specific day-parts were found, either, and thus are not shown in the table above (Appendix Tables 65-70 contain detailed data).

Some share differences were found, though. Outside the HDBA, black station shares were noticeably lower than inside the HDBA, lending some support to the "life style" hypothesis. However, this also could have resulted from poor reception in the outlying counties of inner-city black radio stations. In Atlanta, where the metro consists of 16 counties, the "lost" listening went to stations that

Table V-16
Average Rating Totals
(Black Persons 12 + , 6 am-Midnight, M-S —
Atlanta and Norfolk Combined)

TR		Mail Diary		Aug. Mail Diary	
HDBA	Non-HDBA	HDBA	Non-HDBA	HDBA	Non-HDBA
16.0	16.7	20.2	16.9	19.9	19.2

did not qualify for inclusion in the Radio Market Report — the small-town stations that would have the strongest signals outside the core city. Even with the drop in black-station listening outside the HDBA, however, it should not be overlooked that non-HDBA black shares of listening to black stations still totalled over 50%, indicative of a strong preference for that type of music and programming. If non-HDBA black preferences were indeed affected by a difference in life style, the effect was not strong (see Table V-17.)

Table V-17
Average HDBA and Non-HDBA Shares by Station Format Among Blacks¹
(Black Persons 12 + , 6 am-Midnight, M-S — Atlanta and Norfolk Combined)

	TR		Mail Diary		Aug. Mail Diary	
	HDBA	Non-HDBA	HDBA	Non-HDBA	HDBA	Non-HDBA
Contemporary	12.3	10.7	7.2	9.8	9.3	10.5
MOR	6.6	6.7	7.1	4.1	6.2	7.2
Beautiful Music	3.0	4.4	4.6	6.1	6.7	3.7
Country Music	1.4	2.9	1.5	3.1	1.3	1.0
Black	67.7	63.1	67.3	67.5	67.0	59.8
News/Talk ²	7.2	5.6	8.7	3.2	6.4	1.8*

¹Lists of stations for each format classification will be found in Appendix B. Additional share comparisons can be found in Appendix Tables 71-75.

²Atlanta only.

*Difference between HDBA and non-HDBA shares is statistically significant at two standard errors (95.5% confidence level.)

Summary of Study Findings

Return/Response Rates

Return and response rates were found to vary widely depending on the respondent's race and the choice of procedure. The return-rate difference between the standard mail diary and the TR samples was large, with 14 to 43 points separating them. Approximately in the middle were the augmented mail-diary return rates.

The apparent cause of the differences was two-fold: motivation and effort. The standard mail-diary respondent was, in essence, required to do "the most work for the least pay" — hence return rates were lowest of the three procedures. Sending more money with the diary and increasing the interviewer contact seemed to better motivate the augmented mail-diary respondent by a more convincing show of concern from Arbitron. Thus, return rates were higher than those from the standard mail samples, even though the respondent had to do the same amount of "work."

The TR respondent, however, had most of the work done for him by the interviewer. This, along with TR premiums higher than standard mail premiums, resulted in return rates substantially greater than either mail-diary procedure's rates.

Race was also found to be a factor in return rate. Black rates were consistently lower than the non-black rates, regardless of the procedure used.

Response rates, which could only be calculated for listed HDBA homes, generally paralleled the corresponding return rates. Some 15–20 points separated the response rates of the three procedures, with standard mail rates the lowest and TR rates the highest.

Sex/Age Representation

How well each of the sample sex/age distributions "fit" the estimated population distribution depended directly upon the proportion of respondents who returned their diaries. The standard mail-diary distributions therefore differed the most from the population, particularly in the case of 18–24's and black men of all ages. The augmented-diary distributions provided a better approximation, but the Telephone Retrieval distributions exhibited the closest fit to the population of all the samples, with no particular sex/age group in under- or over abundance.

Race/Nationality Representation

Telephone Retrieval was the method found to obtain the highest proportion of blacks. The two mail-diary procedures brought in proportionally fewer blacks than TR. Augmenting the mail procedure with additional premium, follow-up calls, etc. apparently encouraged better mail-diary return among blacks, as the black percent in the augmented samples was higher than in the standard mail-diary samples.

Audiences

Telephone Retrieval indeed produced rating levels somewhat different from those measured by the standard mail diary. Listening levels for all major sex/age groups during the five day-parts observed were lower when measured by TR. Recall (memory) appeared to be the prime cause, as the size of the differences increased with the amount of time between actual listening and the daily TR interview.

Thus, listening-level differences between TR and the mail diary were greatest 6–10 am, less so 10 am–3 pm, and almost nonexistent in the 3–7 pm day-part. The 7 pm–Midnight dif-

ferences were fairly large in some comparisons, suggesting that listening that occurred after the evening interview was not well remembered by the time of the next evening's interview.

Only levels (average and cumulative) appeared to vary by method. Station format shares were, for the most part, unaffected, although "beautiful" music stations showed slightly lower estimates with Telephone Retrieval.

Increasing the mail-diary response rate with augmented procedures, according to the hypothesis, should have lowered levels by encouraging light listeners to return their diaries. This did not happen. Levels, in fact, were slightly higher in the augmented mail sample than in the standard mail sample. Consequently, the presence of a non-response bias in the mail-diary in-tab sample could not be confirmed. If one existed, it was too weak to be detected by the test method employed. It was concluded, therefore, that TR owed its lower levels to differences from the mail diary in procedure.

One possible memory-related cause of the TR vs. mail-diary audience differences was the "minimum contact rule" used by Arbitron at the time of the survey. The rule quite liberally permitted a person's diary to be counted in-tab if that person's listening, either relayed or directly reported, was collected at least five times during the survey week. A separate analysis, not part of this study, found that reported listening increased as the number of direct contacts with the respondent increased. A new rule that requires a minimum of two direct contacts with each respondent was implemented in January 1979.

Could the level differences between TR and the mail diary be explained by the effects of time on the respondent's reporting? If TR

respondents grew weary of the survey after a few days and began reporting less of their actual listening, while mail-diary respondents kept a full account of their listening throughout the week, then the level differences seen between the methods could be at least partially explained. To the contrary, mail-diary respondents reported higher listening levels at the beginning of the survey week than at the end, while TR levels generally remained constant. Despite this decline in the mail diary levels over time, the average mail levels remained higher than the average TR levels. Thus, the effect of time on diarykeeping was eliminated as an explanation of the listening-level differences found between TR and the mail diary.

The prime cause of the differences, therefore, appeared to be the broad effect of memory loss in telephone retrieval, an effect present regardless of sex/age, race, day-part, day of the week, listening location or market.

Two final analyses examined black listening preferences. In one, blacks showed widely dissimilar station preferences from non-blacks in the HDBA. Blacks listened to black stations almost exclusively, while non-blacks listened to all other stations except those with black formats. Thus, no evidence was found for the notion that non-blacks in an HDBA take on the radio preferences of the black majority.

The other analysis, related to the one above, compared the listening of blacks inside and outside the HDBA. The proposition, that the presumably more prosperous non-HDBA blacks take on the listening preferences of the majority whites, was not supported. Even though shares of listening to black stations were lower outside than inside the HDBA, the drop was attributed more to reception difficulties than differences in preference — black stations still received over 50% black listening outside the HDBA.

Chapter VI

Application of What We Have Learned

Application of What We Have Learned

The Radio Ethnic Procedures Study described in this report confirmed the results of past research. The particular form of telephone recall interviewing practiced by Arbitron ("Telephone Retrieval") does not appear to collect as much of a respondent's total radio listening as a mail diary. The report further indicates that this is primarily due to the differences inherent in the procedures themselves, not their disparate response rates.

As a result of this test, Arbitron has initiated improvements which will improve the validity of telephone retrieval data. Beginning with the 1978-79 broadcast year, interviewer instructions were clarified to emphasize the importance of contacting each individual directly as many times as possible during the survey week. Beginning with the January 1979 Survey, each respondent must be directly contacted a minimum of two times during the survey week in order for his or her listening record to be used.

During the January 1979 survey, Arbitron conducted a test using Telephone Retrieval among one person per household only. The goal in this study, the results of which will be available late in 1979, was to evaluate the effect on audience estimates of eliminating so-called "relayed" listening altogether.

For the long term, Arbitron's goal is to modify the basic mail-diary technique for use among all homes in the sampling frame, regardless of location or race. The present study has shown that a mail-diary technique is probably superior to Telephone Retrieval in terms of audience measurement. The study has also shown that augmenting the mail-diary technique with special procedures can improve response rate, and with it, sample representation.

In 1979, we will be further testing the use of a high-response mail-diary technique among poor-responding universe segments, including black respondents. By the selective use of incentives based on individual respondent characteristics, it is hoped to balance response rates not just for black respondents, but for other difficult-to-reach respondents such as the Hispanic and younger segments of the universe.

We feel that these efforts, coupled with the Expanded Sample Frame technique and ethnic weighting capabilities, represent the future of measurement at Arbitron — a mail diary measurement technique used for all homes, but tailored to get maximum return of quality listening records from each segment of the population.

Appendices

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Appendices

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Appendix A

Tables

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Table 1
Return Rates
 Atlanta And Norfolk — HDBA Blacks

	Atlanta			Norfolk		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Listed Households						
Return Rate	71.2%	29.8%	46.7%	79.2%	36.0%	51.6%
(In-Tab)	(198)	(186)	(271)	(168)	163)	(193)
(Consenters)	(278)	(624)	(580)	(212)	(453)	(374)
ESF Households						
Return Rate	58.8%	36.4%	50.2%	71.8%	42.4%	39.8%
(In-Tab)	(100)	(56)	(118)	(74)	(72)	(47)
(Consenters)	(170)	(154)	(235)	(103)	(170)	(118)
Combined Households						
Return Rate	66.5%	31.1%	47.7%	76.8%	37.7%	48.8%
(In-Tab)	(298)	(242)	(389)	(242)	(235)	(240)
(Consenters)	(448)	(778)	(815)	(315)	(623)	(492)

Table 2
Return Rates
 Atlanta and Norfolk — HDBA Non-Blacks

	Atlanta			Norfolk		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Listed Households						
Return Rate	74.2%	33.2%	56.8%	81.9%	47.0%	67.2%
(In-Tab)	(69)	(95)	(84)	(95)	(195)	(172)
(Consenters)	(93)	(286)	(148)	(116)	(415)	(256)
ESF Households						
Return Rate	78.8%	44.9%	55.8%	72.1%	51.0%	53.3%
(In-Tab)	(26)	(22)	(29)	(31)	(52)	(40)
(Consenters)	(33)	(49)	(52)	(43)	(102)	(75)
Combined Households						
Return Rate	75.4%	34.9%	56.5%	79.2%	47.8%	64.0%
(In-Tab)	(95)	(117)	(113)	(126)	(247)	(212)
(Consenters)	(126)	(335)	(200)	(159)	(517)	(331)

Table 3
Return Rates
 Atlanta and Norfolk — Non-HDBA Blacks

	Atlanta			Norfolk		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Listed Households						
Return Rate	62.3%	37.7%	50.9%	66.9%	38.4%	57.1%
(In-Tab)	(114)	(57)	(166)	(107)	(58)	(140)
(Consenters)	(183)	(151)	(326)	(160)	(151)	(245)
ESF Households						
Return Rate	60.4%	32.6%	48.0%	46.4%	31.3%	43.8%
(In-Tab)	(122)	(56)	(120)	(65)	(60)	(63)
(Consenters)	(202)	(172)	(250)	(140)	(192)	(144)
Combined Households						
Return Rate	61.3%	35.0%	49.7%	57.3%	34.4%	52.2%
(In-Tab)	(236)	(113)	(286)	(172)	(118)	(203)
(Consenters)	(385)	(323)	(576)	(300)	(343)	(389)

Table 4
Return Rates
 Atlanta and Norfolk

	Non-HDBA, Non-Blacks					
	Atlanta			Norfolk		
	Mail	TR	Aug. Mail ¹	Mail	TR	Aug. Mail ¹
Listed Households						
Return Rate	47.1%	74.1%	—	61.8%	85.6%	—
(In-Tab)	(1,167)	(414)		(675)	(415)	
(Consenters)	(2,476)	(559)		(1,092)	(485)	
ESF Households						
Return Rate	53.1%	67.2%	—	51.1%	65.9%	—
(In-Tab)	(409)	(182)		(229)	(211)	
(Consenters)	(770)	(271)		(448)	(320)	
Combined Households						
Return Rate	48.6%	71.8%	—	58.7%	77.8%	—
(In-Tab)	(1,576)	(596)		(904)	(626)	
(Consenters)	(3,246)	(830)		(1,540)	(805)	

*Augmented mail diaries were not placed among non-blacks outside the HDBA.

Table 5
Response Rates
 Persons in Listed HDBA Households — Atlanta and Norfolk

	Atlanta HDBA			Norfolk HDBA		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Response Rate	61.9%	22.3%	40.4%	62.3%	30.9%	43.9%
(In-Tab Persons)	(267)	(281)	(355)	(263)	(358)	(361)
(Total Persons)	(431)	(1,262)	(879)	(422)	(1,158)	(822)

Note: (1) Response rates cannot be calculated for blacks and non-blacks because the race of non-consenting households — part of the denominator — is unknown.
 (2) Similarly, non-HDBA rates were not calculated because TR and mail procedures there are assigned by race.
 (3) Non-black consenting homes outside the HDBA were all cancelled, making it impossible to calculate non-HDBA rates and ESF rates.

Table 6
Raw In-Tab Sex/Age Distribution Vs. Pop.
 Atlanta HDBA Blacks

	Pop.	TR	Mail	Aug. Mail
Men				
18-24	9.3%	9.4%	2.5%	6.9%
25-34	10.0	4.7	7.4	5.7
35-49	8.1	5.7	7.9	5.2
50-64	6.0	7.4	6.2	6.9
65 +	3.2	5.4	1.7	1.8
Women				
18-24	11.7	9.0	16.1	9.5
25-34	11.9	9.4	14.9	14.7
35-49	10.1	11.1	18.2	13.6
50-64	8.2	13.1	6.6	9.7
65 +	5.9	6.0	4.5	4.4
Teens				
12-17	15.6	18.8	14.0	21.6
Total	100.0%	100.0%	100.0%	100.0%
(In-Tab)		(298)	(242)	(389)
Average Age	35.1	37.2	34.9	34.2

Table 7
Raw In-Tab Sex/Age Distribution Vs. Pop.
 Norfolk HDBA Blacks

	Pop.	TR	Mail	Aug. Mail
Men				
18-24	7.6%	3.3%	5.5%	5.4%
25-34	7.0	5.4	3.0	4.2
35-49	9.5	5.4	4.3	8.4
50-64	8.2	12.4	6.4	4.5
65 +	4.1	4.5	2.1	1.7
Women				
18-24	9.2	7.9	9.3	12.1
25-34	9.1	8.3	8.9	8.3
35-49	11.3	13.2	15.4	15.0
50-64	9.1	10.3	11.5	9.2
65 +	5.9	7.0	5.9	5.8
Teens				
12-17	19.0	22.3	27.7	25.4
Total	100.0%	100.0%	100.0%	100.0%
(In-Tab)		(242)	(235)	(240)
Average Age	36.4	38.2	34.6	33.8

Table 8
Raw In-Tab Sex/Age Distribution Vs. Pop.
Atlanta HDBA Non-Blacks

	Pop.	TR	Mail	Aug. Mail
Men				
18-24	10.5%	10.5%	5.1%	6.2%
25-34	10.2	9.5	11.1	8.0
35-49	9.0	10.5	8.6	7.9
50-64	9.0	5.3	9.4	12.4
65 +	4.6	5.3	5.1	2.7
Women				
18-24	9.0	9.5	7.7	8.0
25-34	9.0	9.5	11.1	12.4
35-49	9.0	13.6	9.4	10.6
50-64	10.3	8.4	14.5	14.1
65 +	9.4	8.4	11.1	10.6
Teens				
12-17	10.0	9.5	6.9	7.1
Total				
	100.0%	100.0%	100.0%	100.0%
(In-Tab)		(95)	(117)	(113)
Average Age	39.3	38.4	42.4	41.9

Table 9
Raw In-Tab Sex/Age Distribution Vs. Pop.
Norfolk HDBA Non-Blacks

	Pop.	TR	Mail	Aug. Mail
Men				
18-24	6.8%	6.3%	6.5%	4.3%
25-34	8.7	10.3	13.0	9.4
35-49	8.6	6.4	7.7	6.2
50-64	10.3	13.5	5.6	15.1
65 +	6.0	8.7	6.5	4.2
Women				
18-24	8.5	9.5	6.9	7.1
25-34	8.4	7.9	12.5	10.4
35-49	9.6	6.4	10.9	9.9
50-64	12.1	14.3	14.2	17.4
65 +	10.6	8.7	6.1	6.1
Teens				
12-17	10.4	8.0	10.1	9.9
Total				
	100.0%	100.0%	100.0%	100.0%
(In-Tab)		(126)	(247)	(212)
Average Age	41.5	42.9	39.5	42.0

Table 10
Raw In-Tab Sex/Age Distribution Vs. Pop.
Atlanta Non-HDBA Blacks

	Pop.	TR	Mail	Aug. Mail
Men				
18-24	9.8%	4.2%	3.5%	9.4%
25-34	10.0	10.2	8.0	12.6
35-49	8.5	7.2	6.2	5.3
50-64	6.3	4.2	4.4	2.8
65 +	3.2	4.2	0.9	1.1
Women				
18-24	10.3	9.3	11.5	15.4
25-34	10.4	17.0	11.5	14.3
35-49	9.7	15.3	14.2	10.1
50-64	7.5	7.2	8.0	5.6
65 +	5.2	3.0	3.5	1.7
Teens				
12-17	19.1	18.2	28.3	21.7
Total				
	100.0%	100.0%	100.0%	100.0%
(In-Tab)		(236)	(113)	(286)
Average Age	34.2	34.3	31.6	29.5

Table 11
Raw In-Tab Sex/Age Distribution Vs. Pop.
Norfolk Non-HDBA Blacks

	Pop.	TR	Mail	Aug. Mail
Men				
18-24	13.4%	4.1%	5.9%	8.4%
25-34	9.0	13.4	11.0	9.4
35-49	9.3	6.4	11.0	9.8
50-64	7.1	5.8	5.1	2.5
65 +	3.7	3.5	0	1.5
Women				
18-24	9.2	8.1	5.9	11.3
25-34	8.9	15.7	13.6	9.8
35-49	10.0	11.0	13.6	12.3
50-64	7.5	8.7	4.2	7.9
65 +	4.7	4.1	0	2.0
Teens				
12-17	17.2	19.2	29.7	25.1
Total				
	100.0%	100.0%	100.0%	100.0%
(In-Tab)		(172)	(118)	(203)
Average Age	34.7	34.7	29.7	31.0

Table 12
Raw In-Tab Sex/Age Distribution Vs. Pop.
 Atlanta Non-HDBA, Non-Blacks¹

	Pop.	Mail	TR
Men			
18-24	7.4%	5.7%	6.5%
25-34	12.7	10.9	11.5
35-49	10.9	10.2	11.4
50-64	7.3	7.2	7.3
65 +	3.2	3.0	2.5
Women			
18-24	8.5	7.4	6.3
25-34	12.5	14.6	13.4
35-49	10.7	12.2	13.9
50-64	7.8	9.6	9.8
65 +	5.4	4.2	4.5
Teens			
12-17	13.6	15.0	12.9
Total	100.0%	100.0%	100.0%
(In-Tab)		(1,576)	(599)
Average Age	36.3	36.3	37.0

¹Augmented mail diaries were not sent to persons falling in this category.

Table 13
Raw In-Tab Sex/Age Distribution Vs. Pop.
 Norfolk Non-HDBA, Non-Blacks¹

	Pop.	Mail	TR
Men			
18-24	13.5%	6.6%	8.8%
25-34	11.8	10.3	10.7
35-49	10.6	11.4	11.3
50-64	6.7	8.3	7.6
65 +	2.5	2.9	2.4
Women			
18-24	8.8	9.3	7.3
25-34	11.2	10.0	12.0
35-49	10.5	13.6	13.4
50-64	7.0	9.3	7.9
65 +	4.1	3.3	2.9
Teens			
12-17	13.3	15.0	15.7
Total	100.0%	100.0%	100.0%
(In-Tab)		(904)	(626)
Average Age	34.6	36.3	35.2

¹Augmented mail diaries were not sent to persons falling in this category.

Table 14
Race/Nationality Distributions Vs. MSI
 Atlanta and Norfolk HDBA's

	HDBA			
	Pop.	TR	Mail	Aug. Mail
Atlanta				
Black	62.1%	75.8%	67.4%	77.5%
Non-Black	37.9	24.2	32.6	22.5
Total	100.0%	100.0%	100.0%	100.0%
(In-Tab)		(393)	(359)	(502)
Norfolk				
Black	64.0%	65.8%	48.8%	53.1%
Non-Black	36.0	34.2	51.2	46.9
Total	100.0%	100.0%	100.0%	100.0%
(In-Tab)		(368)	(482)	(452)

Table 15A
Average HDBA Rating Totals by Day-part
Atlanta HDBA Blacks

Daypart	18 +											
	Total Persons 12 +			Men			Women			Teens 12-17		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	16.2	20.7	20.9	14.9	19.9	20.0	17.6	23.5	23.0	14.4	14.4	16.3
6-10 am, M-F	20.4	29.1	29.6	18.4	23.7	28.0	23.5	36.4	34.3	15.6	19.6	19.3
10 am-3 pm, M-F	14.1	21.4	19.8	15.3	21.8	19.4	15.5	26.4	24.9	7.4	5.6	4.8
3-7 pm, M-F	19.7	21.3	20.3	18.4	26.7	20.3	19.7	19.1	19.5	22.6	15.2	22.6
7 pm-Midnight, M-F	9.9	10.6	14.5	9.4	11.8	15.4	10.0	8.2	13.0	10.7	15.6	16.7
(In-Tab)	(298)	(242)	(389)	(97)	(62)	(103)	(145)	(146)	(202)	(56)	(34)	(84)

Table 15B
Average HDBA Rating Totals by Day-Part
Atlanta HDBA Blacks

Daypart	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	18.1	20.6	21.3	13.0	18.5	20.7	14.6	20.1	19.4
6-10 am, M-F	15.6	15.6	21.3	16.7	24.1	32.2	23.6	27.8	25.7
10 am-3 pm, M-F	21.3	36.3	20.0	10.4	17.0	21.1	16.7	19.4	18.1
3-7 pm, M-F	21.3	32.5	20.6	18.5	25.6	21.9	15.3	26.4	21.5
7 pm-Midnight, M-F	13.1	17.5	22.5	9.6	11.5	14.1	7.6	2.8	9.7
(In-Tab)	(28)	(6)	(27)	(25)	(30)	(37)	(29)	(22)	(32)

Table 15C
Average HDBA Rating Totals by Day-Part
Atlanta HDBA Blacks

Daypart	Women								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	23.3	19.3	21.3	17.0	21.6	23.1	13.8	32.8	24.9
6-10 am, M-F	20.3	23.8	28.7	24.3	36.2	37.1	28.0	55.6	36.5
10 am-3 pm, M-F	17.8	19.8	29.7	14.3	24.9	24.6	12.7	37.6	23.8
3-7 pm, M-F	32.7	19.8	19.3	17.6	19.8	23.4	10.6	14.8	16.4
7 pm-Midnight, M-F	18.3	13.9	14.4	9.4	9.4	10.9	4.2	2.6	14.8
(In-Tab)	(27)	(39)	(37)	(52)	(72)	(87)	(47)	(24)	(61)

Table 16A
Average HDBA Rating Totals by Day-part
Norfolk HDBA Blacks

Daypart	18 +											
	Total Persons 12 +			Men			Women			Teens 12-17		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	15.8	19.6	18.3	15.8	20.5	17.6	17.2	20.0	20.3	12.5	16.8	14.8
6-10 am, M-F	18.4	27.8	24.2	15.6	30.6	24.3	24.6	30.6	27.8	9.0	16.0	15.2
10 am-3 pm, M-F	17.9	19.1	15.5	18.5	24.3	14.4	22.3	18.0	19.7	6.6	11.3	7.8
3-7 pm, M-F	20.1	21.5	20.7	18.7	21.7	18.9	20.8	19.7	22.1	21.1	25.4	20.7
7 pm-Midnight, M-F	10.3	11.7	14.5	12.6	9.7	15.0	8.6	12.9	14.5	10.2	12.5	13.7
(In-Tab)	(242)	(235)	(240)	(75)	(50)	(58)	(113)	(120)	(121)	(54)	(65)	(61)

Table 16B
Average HDBA Rating Totals by Day-Part
Norfolk HDBA Blacks

Daypart	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	30.1	25.2	26.2	12.5	23.9	15.3	12.7	17.7	10.8
6-10 am, M-F	17.5	31.1	29.1	15.3	38.1	20.5	15.8	29.7	17.7
10 am-3 pm, M-F	36.9	35.9	26.2	15.9	27.3	12.5	10.1	17.1	10.1
3-7 pm, M-F	42.7	28.2	27.2	13.1	21.0	14.8	12.0	21.5	12.0
7 pm-Midnight, M-F	28.2	13.6	24.3	13.6	13.1	9.7	4.4	7.0	8.9
(In-Tab)	(8)	(13)	(13)	(20)	(13)	(20)	(36)	(19)	(21)

Table 16C
Average HDBA Rating Totals by Day-Part
Norfolk HDBA Blacks

Daypart	Women								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	20.0	24.8	18.4	16.4	18.2	19.6	18.3	21.7	23.4
6-10 am, M-F	20.8	27.2	20.8	25.3	29.8	31.6	28.6	34.3	31.4
10 am-3 pm, M-F	19.2	22.4	16.8	19.6	17.3	18.2	28.0	16.6	24.6
3-7 pm, M-F	27.2	27.2	23.2	21.8	20.0	17.3	18.3	18.3	28.6
7 pm-Midnight, M-F	13.6	24.0	16.0	9.3	9.3	8.0	5.7	13.1	19.4
(In-Tab)	(19)	(22)	(29)	(44)	(47)	(49)	(33)	(37)	(29)

Table 17A
Average HDBA Rating Totals by Day-part
Atlanta HDBA Non-Blacks

Daypart	18+											
	Total Persons 12+			Men			Women			Teens 12-17		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	14.0	16.2	19.1	11.6	14.3	21.1	16.9	18.4	19.2	10.5	14.3	10.5
6-10 am, M-F	19.8	22.3	30.4	15.8	18.5	32.3	25.9	27.8	30.8	8.6	13.3	20.0
10 am-3 pm, M-F	15.6	18.7	21.0	12.5	17.1	25.3	20.8	23.7	20.6	4.8	1.9	4.8
3-7 pm, M-F	17.5	20.7	22.4	14.5	19.8	25.7	19.0	20.2	21.4	23.8	26.7	12.4
7 pm-Midnight, M-F	6.8	10.2	11.2	5.3	7.9	12.5	6.9	10.6	11.0	12.4	18.1	6.7
(In-Tab)	(95)	(117)	(113)	(39)	(46)	(42)	(47)	(63)	(63)	(9)	(8)	(8)

Table 17B
Average HDBA Rating Totals by Day-Part
Atlanta HDBA Non-Blacks

Daypart	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	13.5	7.2	27.9	11.8	18.3	20.1	11.8	16.5	18.9
6-10 am, M-F	9.9	9.9	20.7	16.0	24.9	36.1	18.9	18.9	37.8
10 am-3 pm, M-F	15.3	4.5	37.8	12.4	26.0	24.3	14.2	20.5	18.9
3-7 pm, M-F	28.8	11.7	38.7	14.2	21.9	24.3	7.9	23.6	18.1
7 pm-Midnight, M-F	9.9	9.9	27.9	6.5	7.1	6.5	1.6	8.7	8.7
(In-Tab)	(10)	(6)	(7)	(17)	(21)	(14)	(7)	(13)	(18)

Table 17C
Average HDBA Rating Totals by Day-Part
Atlanta HDBA Non-Blacks

Daypart	Women								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	18.1	19.1	18.1	11.7	14.9	18.8	24.5	23.8	17.5
6-10 am, M-F	20.2	30.9	25.5	16.9	26.0	30.5	40.6	29.4	31.5
10 am-3 pm, M-F	14.9	12.8	19.1	14.9	23.4	27.3	37.8	37.1	16.1
3-7 pm, M-F	25.5	23.4	17.0	14.3	18.2	24.7	27.3	26.6	21.7
7 pm-Midnight, M-F	11.7	18.1	13.8	6.5	5.8	10.4	3.5	19.6	6.3
(In-Tab)	(9)	(9)	(9)	(17)	(20)	(22)	(13)	(21)	(20)

Table 18A
Average HDBA Rating Totals by Day-part
Norfolk HDBA Non-Blacks

Daypart	18 +											
	Total Persons 12 +			Men			Women			Teens 12-17		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	13.8	15.2	16.3	13.3	15.3	14.0	14.9	16.5	19.2	10.1	8.9	11.4
6-10 am, M-F	18.8	20.9	20.9	14.9	18.5	18.5	22.9	24.3	24.5	13.9	13.9	12.7
10 am-3 pm, M-F	16.8	20.5	20.2	15.3	21.8	18.5	21.6	23.2	25.9	0	2.5	0
3-7 pm, M-F	15.5	18.0	18.4	14.3	18.5	19.5	16.3	18.9	19.2	16.5	11.4	10.1
7 pm-Midnight, M-F	6.7	9.1	7.9	7.8	9.4	7.1	5.1	8.8	8.0	10.1	8.9	10.1
(In-Tab)	(126)	(247)	(212)	(57)	(97)	(83)	(59)	(125)	(108)	(10)	(25)	(21)

Table 18B
Average HDBA Rating Totals by Day-Part
Norfolk HDBA Non-Blacks

Daypart	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	19.2	11.5	11.5	11.3	16.0	15.1	11.5	18.3	14.4
6-10 am, M-F	15.4	9.6	9.6	8.5	17.0	22.6	13.5	26.0	19.2
10 am-3 pm, M-F	11.5	26.9	11.5	20.7	17.9	20.8	12.5	25.0	17.3
3-7 pm, M-F	17.3	19.2	17.3	17.0	17.9	25.5	10.6	20.2	17.3
7 pm-Midnight, M-F	19.2	11.5	17.3	2.8	5.7	4.7	7.7	15.4	2.9
(In-Tab)	(8)	(6)	(9)	(20)	(46)	(28)	(18)	(19)	(37)

Table 18C
Average HDBA Rating Totals by Day-Part
Norfolk HDBA Non-Blacks

Daypart	Women								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	21.5	18.5	13.8	13.9	10.2	14.8	15.7	23.1	16.5
6-10 am, M-F	23.1	20.0	12.3	21.3	18.5	21.3	27.3	34.7	25.6
10 am-3 pm, M-F	41.5	35.4	12.3	17.6	18.5	23.1	23.1	25.6	28.1
3-7 pm, M-F	32.3	27.7	16.9	13.9	13.9	20.4	14.1	26.5	14.9
7 pm-Midnight, M-F	3.1	7.7	7.7	7.4	4.6	7.4	5.0	17.4	2.5
(In-Tab)	(12)	(17)	(15)	(16)	(52)	(36)	(20)	(41)	(44)

Table 19A
Average Non-HDBA Rating Totals by Day-part
Atlanta Non-HDBA Blacks

Daypart	18 +											
	Total Persons 12 +			Men			Women			Teens 12-17		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	18.1	18.4	20.2	17.0	14.6	16.2	20.4	25.5	26.3	15.0	10.0	14.2
6-10 am, M-F	18.4	28.7	29.8	15.6	26.8	29.5	23.8	36.8	35.9	11.9	14.2	16.5
10 am-3 pm, M-F	18.0	18.4	19.7	16.8	17.3	17.7	24.3	25.5	27.3	6.2	4.2	6.2
3-7 pm, M-F	24.7	18.1	21.0	22.7	16.4	16.8	24.1	20.2	24.8	30.0	16.5	20.8
7 pm-Midnight, M-F	10.4	7.8	10.6	11.6	4.0	10.4	7.6	10.5	9.4	14.2	9.2	13.5
(In-Tab)	(236)	(113)	(286)	(73)	(26)	(89)	(119)	(55)	(135)	(44)	(32)	(62)

Table 19B
Average Non-HDBA Rating Totals by Day-Part
Atlanta Non-HDBA Blacks

Daypart	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	14.9	26.1	17.9	15.8	14.9	17.2	19.8	7.1	11.9
6-10 am, M-F	12.7	39.6	23.1	16.7	28.8	28.4	15.1	19.0	31.7
10 am-3 pm, M-F	14.2	36.6	16.4	17.2	15.3	23.3	18.3	6.3	8.7
3-7 pm, M-F	24.6	20.9	20.1	18.6	21.4	22.8	30.2	8.7	7.1
7 pm-Midnight, M-F	7.5	7.5	17.2	8.8	1.9	11.2	18.3	5.6	5.6
(In-Tab)	(11)	(4)	(27)	(40)	(15)	(48)	(12)	(6)	(11)

Table 19C
Average Non-HDBA Rating Totals by Day-Part
Atlanta Non-HDBA Blacks

Daypart	Women								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	23.9	22.5	21.1	15.8	22.1	23.8	20.9	34.5	23.1
6-10 am, M-F	19.0	31.0	26.1	18.3	40.4	31.3	28.8	30.2	39.2
10 am-3 pm, M-F	26.1	26.1	22.5	21.7	17.1	22.1	24.5	41.0	21.7
3-7 pm, M-F	30.3	12.7	22.5	21.3	15.4	24.2	21.6	40.3	20.3
7 pm-Midnight, M-F	9.9	14.8	10.6	7.1	7.5	12.1	7.9	15.1	8.4
(In-Tab)	(21)	(13)	(44)	(60)	(28)	(64)	(31)	(10)	(22)

Table 20A
Average Non-HDBA Rating Totals by Day-part
Norfolk Non-HDBA Blacks

Daypart	18 +											
	Total Persons 12 +			Men			Women			Teens 12-17		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	14.8	15.4	17.9	14.2	15.8	18.1	16.0	16.7	18.7	13.8	11.5	15.5
6-10 am, M-F	17.6	21.5	26.0	18.1	20.2	25.1	20.2	26.3	31.2	10.3	13.2	16.1
10 am-3 pm, M-F	16.0	16.0	19.2	16.0	20.9	21.6	18.2	16.7	21.9	10.9	2.3	6.9
3-7 pm, M-F	13.6	19.3	22.4	11.6	21.2	21.6	14.7	15.7	22.1	15.5	23.0	24.7
7 pm-Midnight, M-F	7.5	10.4	13.2	7.0	9.5	13.0	6.9	11.6	11.5	10.3	9.8	17.2
(In-Tab)	(172)	(118)	(203)	(57)	(39)	(64)	(82)	(44)	(88)	(33)	(35)	(51)

Table 20B
Average Non-HDBA Rating Totals by Day-Part
Norfolk Non-HDBA Blacks

Daypart	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	9.0	16.9	20.6	15.5	18.7	18.1	21.6	15.7	16.7
6-10 am, M-F	7.4	19.9	19.9	19.4	26.5	23.9	32.4	18.6	25.5
10 am-3 pm, M-F	8.1	14.0	25.7	18.1	22.6	23.2	26.5	35.3	16.7
3-7 pm, M-F	3.7	21.3	30.1	18.1	23.9	20.0	10.8	24.5	18.6
7 pm-Midnight, M-F	8.1	14.7	16.9	3.9	12.3	11.6	11.8	2.0	14.7
(In-Tab)	(7)	(7)	(17)	(32)	(20)	(33)	(12)	(12)	(11)

Table 20C
Average Non-HDBA Rating Totals by Day-Part
Norfolk Non-HDBA Blacks

Daypart	Women								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	18.3	25.8	22.6	15.1	16.4	20.1	17.8	16.8	15.0
6-10 am, M-F	19.4	25.8	25.8	20.8	34.0	31.4	23.4	27.1	34.6
10 am-3 pm, M-F	18.3	26.9	24.7	14.5	12.6	23.3	21.5	21.5	15.9
3-7 pm, M-F	14.0	25.8	25.8	13.8	19.5	27.7	17.8	8.4	17.8
7 pm-Midnight, M-F	12.9	28.0	18.3	6.3	9.4	10.1	5.6	5.6	9.3
(In-Tab)	(14)	(7)	(23)	(41)	(29)	(36)	(20)	(8)	(25)

Table 21A
Average Non-HDBA Rating Totals by Day-Part
Atlanta Non-HDBA, Non-Blacks

Daypart	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Mail	TR	Mail	TR	Mail	TR	Mail	TR
6 am-Midnight, M-S	15.2	14.3	15.4	14.1	15.8	15.7	12.2	9.9
6-10 am, M-F	23.7	18.8	23.9	18.0	25.7	21.5	16.1	11.7
10 am-3 pm, M-F	16.4	16.0	17.5	15.1	19.0	20.6	4.0	3.1
3-7 pm, M-F	18.3	18.2	19.6	18.1	18.3	19.0	14.5	15.7
7 pm-Midnight, M-F	7.9	6.9	7.3	7.2	6.5	6.2	14.2	8.0
(In-Tab)	(1,576)	(599)	(586)	(237)	(756)	(286)	(234)	(76)

Table 21B
Average Non-HDBA Rating Totals by Day-part
Atlanta Non-HDBA, Non-Blacks

Daypart	Men					
	18-24		25-44		45-64	
	Mail	TR	Mail	TR	Mail	TR
6 am-Midnight, M-S	17.1	15.8	15.2	14.6	16.4	12.2
6-10 am, M-F	22.4	13.7	23.5	19.2	28.2	18.6
10 am-3 pm, M-F	21.0	15.7	17.7	17.3	16.7	11.0
3-7 pm, M-F	18.5	22.1	20.9	19.0	20.6	14.2
7 pm-Midnight, M-F	11.7	13.7	6.4	6.2	7.2	5.5
(In-Tab)	(90)	(39)	(298)	(117)	(151)	(66)

Table 21C
Average Non-HDBA Rating Totals by Day-part
Atlanta Non-HDBA, Non-Blacks

Daypart	Women					
	18-24		25-44		45-64	
	Mail	TR	Mail	TR	Mail	TR
6 am-Midnight, M-S	17.8	18.4	15.2	14.3	17.2	16.2
6-10 am, M-F	25.4	20.9	26.0	21.5	29.2	24.1
10 am-3 pm, M-F	22.5	21.2	19.0	20.8	19.7	21.5
3-7 pm, M-F	22.3	25.2	18.0	17.9	19.3	17.5
7 pm-Midnight, M-F	9.2	13.8	5.7	3.7	6.1	3.8
(In-Tab)	(118)	(38)	(367)	(138)	(202)	(83)

Table 22A
Average Non-HDBA Rating Totals by Day-Part
 Norfolk Non-HDBA, Non-Blacks

Daypart	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Mail	TR	Mail	TR	Mail	TR	Mail	TR
6 am-Midnight, M-S	15.8	15.2	16.6	13.9	15.8	17.9	12.7	11.1
6-10 am, M-F	20.1	17.5	21.3	17.0	21.4	20.9	12.1	8.7
10 am-3 pm, M-F	18.9	18.8	20.2	17.6	21.3	23.8	6.9	7.3
3-7 pm, M-F	19.0	17.4	21.0	16.1	17.8	19.1	16.0	16.4
7 pm-Midnight, M-F (In-Tab)	8.6 (904)	6.8 (626)	8.2 (357)	6.3 (256)	6.8 (411)	7.2 (272)	15.0 (136)	6.9 (98)

Table 22B
Average Non-HDBA Rating Totals by Day-Part
 Norfolk Non-HDBA, Non-Blacks

Daypart	Men					
	18-24		25-44		45-64	
	Mail	TR	Mail	TR	Mail	TR
6 am-Midnight, M-S	17.9	13.5	16.5	15.5	15.8	12.7
6-10 am, M-F	20.5	14.7	21.7	20.0	22.7	15.7
10 am-3 pm, M-F	20.7	18.3	20.8	18.9	22.7	14.9
3-7 pm, M-F	22.3	18.7	22.6	16.9	18.3	14.0
7 pm-Midnight, M-F (In-Tab)	11.2 (60)	6.3 (55)	7.8 (156)	7.9 (118)	6.2 (115)	4.7 (68)

Table 22C
Average Non-HDBA Rating Totals by Day-Part
 Norfolk Non-HDBA, Non-Blacks

Daypart	Women					
	18-24		25-44		45-64	
	Mail	TR	Mail	TR	Mail	TR
6 am-Midnight, M-S	17.7	17.0	16.0	18.5	16.1	17.9
6-10 am, M-F	10.2	16.8	22.2	22.9	32.8	22.4
10 am-3 pm, M-F	10.0	13.8	22.1	24.0	31.8	25.4
3-7 pm, M-F	20.3	23.6	19.2	19.2	17.3	18.9
7 pm-Midnight, M-F (In-Tab)	9.4 (84)	9.2 (46)	6.7 (171)	7.6 (136)	5.6 (126)	4.5 (72)

Table 23A
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Atlanta HDBA Blacks

Station Format (No. Stations)	18+											
	Total Persons 12+			Men			Women			Teens 12-17		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Contemporary Music (4)	18.4	9.5	12.0 ¹	17.0	5.6	10.4	16.5	6.7	8.5	28.2	36.6	31.9
MOR Music (2)	6.2	7.6	8.0	9.6	9.6	9.5	5.5	7.7	7.9	0	0	4.5
Beautiful Music (3)	2.6	4.5	7.0	5.3	2.4	6.4	1.4	6.8	9.0	0	0	0
Country Music (5)	1.1	0.3	1.4	0	0	.8	1.4	0	1.6	0	2.6	0
Black Music (4)	60.4	59.9	59.1	54.2	62.4	59.6	62.2	59.0	58.2	69.2	56.5	63.3
Religion (2)	.4	.4	.1	0	0	0	0.7	.5	0	0	0	0
News/Talk (2)	7.2	8.7	6.4	9.6	10.4	8.0	7.6	9.3	6.9	0	0	0
Other (1)	.4	.3	.1	0	0	0	1.7	1.5	0	0	0	0
Total Listening ¹ (In-Tab)	96.3 (298)	91.1 (242)	94.1 (389)	95.7 (97)	90.4 (62)	94.7 (103)	96.0 (145)	90.5 (146)	92.1 (202)	97.4 (56)	94.7 (34)	97.7 (84)

¹Excludes listening to stations not qualifying for inclusion in report.

Table 23B
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Atlanta HDBA Blacks

Station Format (No. Stations)	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Contemporary Music (4)	27.5	6.1	20.6	5.7	8.0	10.7	28.6	3.5	0
MOR Music (4)	0	0	2.9	11.5	6.0	7.2	14.3	17.2	21.4
Beautiful Music (3)	0	0	5.8	14.3	2.0	1.8	0	0	14.3
Country Music (5)	0	0	0	0	0	1.8	0	0	0
Black Music (4)	68.9	94.0	64.7	51.4	70.0	69.7	42.9	27.6	39.4
Religion (2)	0	0	0	0	0	0	0	0	0
News/Talk (2)	0	0	2.9	8.6	6.0	7.2	14.3	24.1	10.7
Other (1)	0	0	0	0	0	0	0	0	0
Total Listening ¹ (In-Tab)	96.4 (28)	100.0 (6)	96.9 (27)	91.5 (25)	92.0 (30)	98.4 (37)	100.0 (29)	72.4 (22)	85.8 (32)

¹Excludes listening to stations not qualifying for inclusion in report.

Table 23C
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Atlanta HDBA Blacks

Station Format (No. Stations)	Women								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Contemporary Music (4)	27.6	12.8	16.3	16.1	9.8	9.2	3.8	1.6	4.2
MOR Music (4)	0	0	0	5.4	5.6	5.2	11.5	12.9	12.8
Beautiful Music (3)	2.1	7.7	4.7	0	5.6	7.8	3.8	4.8	12.8
Country Music (5)	0	0	0	3.6	0	0	0	0	2.1
Black Music (4)	68.1	71.8	76.7	60.6	67.7	64.5	61.5	56.4	46.8
Religion (2)	0	0	0	1.8	0	0	0	0	0
News/Talk (2)	0	2.6	0	5.4	4.2	3.9	15.3	8.1	10.7
Other (1)	0	0	0	1.8	0	0	0	0	0
Total Listening' (In-Tab)	97.8 (27)	94.9 (39)	97.7 (37)	94.7 (52)	92.9 (72)	90.6 (87)	95.9 (47)	83.8 (24)	89.4 (61)

'Excludes listening to stations not qualifying for inclusion in report.

Table 24A
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Norfolk HDBA Blacks

Station Format (No. Stations)	18 +											
	Total Persons 12 +			Men			Women			Teens 12-17		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Contemporary Music (8)	4.9	4.9	4.9	7.7	4.0	3.3	2.9	4.1	6.5	0	7.0	0
MOR Music (2)	7.1	6.5	3.2	6.4	7.9	2.2	9.6	6.6	4.1	0	2.3	2.6
Beautiful Music (5)	3.5	4.7	6.3	6.4	4.0	12.5	2.0	6.7	3.3	0	0	0
Country Music (4)	1.8	2.6	1.1	1.3	4.0	2.3	1.9	1.6	0	0	0	0
Black Music (3)	76.6	74.7	79.8	70.5	73.3	74.6	74.1	71.9	78.9	100.0	86.1	94.7
Other (2)	3.7	3.8	2.9	5.1	5.0	2.3	3.8	4.1	4.1	0	0	0
Total Listening' (In-Tab)	97.6 (242)	97.2 (235)	98.2 (240)	97.4 (75)	98.2 (50)	97.2 (58)	94.3 (113)	95.0 (120)	96.9 (121)	100.0 (54)	95.4 (65)	97.3 (61)

'Excludes listening to stations not qualifying for inclusion in report.

Table 24B
Average HDBA Shares by Station Format
 6 am-Midnight, Monday-Sunday
 Norfolk HDBA Blacks

Station Format (No. Stations)	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Contemporary Music (8)	0	3.8	7.4	18.2	4.8	0	0	3.6	5.9
MOR Music (2)	0	0	3.7	4.6	14.3	3.7	15.0	7.1	0
Beautiful Music (5)	0	7.7	3.7	22.8	2.4	3.7	0	3.6	41.2
Country Music (4)	0	3.8	3.7	0	2.4	0	5.0	0	5.9
Black Music (3)	100.0	84.6	81.4	54.5	69.1	85.1	50.0	71.4	47.0
Other (2)	0	0	0	0	4.8	7.4	20.0	10.7	0
Total Listening' (In-Tab)	100.0 (8)	99.9 (13)	99.9 (13)	100.1 (20)	97.8 (13)	99.9 (20)	90.0 (36)	96.4 (19)	100.0 (21)

'Excludes listening to stations not qualifying for inclusion in report.

Table 24C
Average HDBA Shares by Station Format
 6 am-Midnight, Monday-Sunday
 Norfolk HDBA Blacks

Station Format (No. Stations)	Women								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Contemporary Music (8)	0	3.2	4.3	0	2.4	11.4	9.4	7.9	4.9
MOR Music (2)	0	0	0	0	4.9	4.5	28.1	13.2	4.9
Beautiful Music (5)	0	6.4	0	0	0	0	3.1	15.8	4.9
Country Music (4)	0	0	0	0	0	0	0	0	0
Black Music (3)	100.0	83.8	91.3	100.0	90.2	77.3	40.7	60.5	78.0
Other (2)	0	3.2	0	0	0	4.5	9.4	0.0	2.4
Total Listening' (In-Tab)	100.0 (19)	96.6 (22)	95.6 (29)	100.0 (44)	97.5 (47)	97.7 (49)	90.7 (33)	97.4 (37)	95.1 (29)

'Excludes listening to stations not qualifying for inclusion in report.

Table 25A
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Atlanta HDBA Non-Blacks

Station Format (No. Stations)	18 +											
	Total Persons 12 +			Men			Women			Teens 12-17		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Contemporary Music (4)	29.3	18.2	20.5	30.1	13.8	16.7	21.6	15.5	16.0	81.8	53.4	90.9
MOR Music (2)	16.5	17.6	13.4	11.3	13.9	12.5	21.7	23.3	15.9	0	0	0
Beautiful Music (3)	24.7	21.2	16.0	22.7	21.5	15.6	28.9	24.4	18.1	0	0	0
Country Music (5)	4.8	14.0	15.4	1.9	20.0	15.6	7.2	11.1	16.0	0	0	0
Black Music (4)	19.2	10.7	7.1	20.8	4.6	5.2	18.0	8.9	8.5	18.2	46.7	9.1
Religion (2)	.3	.7	2.1	0	0	1.0	0	1.1	3.2	0	0	0
News/Talk (2)	2.1	11.7	8.6	5.7	15.4	9.4	0	11.1	8.5	0	0	0
Other (1)	.7	.1	.1	1.9	0	0	0	0	0	0	0	0
Total Listening' (In-Tab)	97.6 (95)	94.2 (117)	83.2 (113)	94.4 (39)	89.2 (46)	76.0 (42)	97.4 (47)	95.4 (63)	86.2 (63)	100.0 (9)	100.1 (8)	100.0 (8)

'Excludes listening to stations not qualifying for inclusion in report.

Table 25B
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Atlanta HDBA Non-Blacks

Station Format (No. Stations)	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Contemporary Music (4)	60.0	62.5	29.0	35.0	12.9	10.3	0	0	14.8
MOR Music (4)	0	0	6.5	0	16.1	2.6	20.0	14.3	22.2
Beautiful Music (3)	6.7	0	12.9	10.0	42.0	17.9	60.0	4.8	22.2
Country Music (5)	0	0	9.7	5.0	3.2	15.4	0	57.1	14.8
Black Music (4)	33.3	0	6.5	30.0	9.7	10.3	0	0	3.7
Religion (2)	0	0	0	0	0	0	0	0	3.7
News/Talk (2)	0	12.5	22.6	0	3.2	5.1	20.0	19.0	0
Other (1)	0	0	0	5.0	0.	0	0	0	0
Total Listening' (In-Tab)	100.0 (10)	75.0 (6)	87.2 (7)	95.0 (17)	87.1 (21)	61.6 (14)	100.0 (7)	95.2 (13)	81.4 (18)

'Excludes listening to stations not qualifying for inclusion in report.

Table 25C
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Atlanta HDBA Non-Blacks

Station Format (No. Stations)	Women								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Contemporary Music (4)	64.8	38.9	23.6	38.9	26.0	33.3	0	2.9	0
MOR Music (4)	0	16.7	0	0	13.0	12.1	28.6	23.5	19.2
Beautiful Music (3)	5.9	0	11.8	16.7	34.7	21.2	57.1	29.4	15.4
Country Music (5)	0	0	17.6	16.7	13.0	9.1	5.7	20.6	30.8
Black Music (4)	17.7	38.9	29.4	27.8	0	9.1	8.6	2.9	0
Religion (2)	0	0	0	0	0	0	0	2.9	11.5
News/Talk (2)	0	0	0	0	8.6	0	0	14.7	11.5
Other (1)	0	0	0	0	0	0	0	0	0
Total Listening' (In-Tab)	88.4 (9)	94.5 (9)	82.4 (9)	100.1 (17)	95.3 (20)	84.8 (22)	100.0 (13)	96.9 (21)	88.4 (20)

'Excludes listening to stations not qualifying for inclusion in report.

Table 26A
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Norfolk HDBA Non-Blacks

Station Format (No. Stations)	18 +											
	Total Persons 12 +			Men			Women			Teens 12-17		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Contemporary Music (8)	39.3	26.3	27.6	39.0	27.7	27.9	30.4	16.1	19.6	100.0	100.0	88.8
MOR Music (2)	15.3	14.7	8.9	14.6	12.8	11.7	17.9	17.8	8.3	0	0	0
Beautiful Music (5)	15.7	19.2	23.6	7.3	10.7	20.9	23.3	27.4	27.8	0	0	0
Country Music (4)	18.3	25.2	21.8	24.4	29.8	27.9	16.1	24.1	20.8	0	0	0
Black Music (3)	4.0	1.9	4.0	2.4	2.1	2.3	5.4	1.6	4.2	0	0	11.1
Other (2)	5.8	8.6	9.6	4.8	10.7	4.6	7.1	8.1	13.9	0	0	0
Total Listening' (In-Tab)	97.5 (126)	95.0 (247)	95.5 (212)	92.5 (57)	93.8 (97)	95.3 (83)	100.0 (59)	95.1 (125)	94.6 (108)	100.0 (10)	100.0 (25)	99.9 (21)

'Excludes listening to stations not qualifying for inclusion in report.

Table 26B
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Norfolk HDBA Non-Blacks

Station Format (No. Stations)	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Contemporary Music (8)	80.0	66.7	100.0	66.6	47.1	37.7	0	5.3	0
MOR Music (2)	10.0	16.7	0	0	11.8	18.8	8.3	5.3	6.7
Beautiful Music (5)	0	0	0	0	11.8	25.0	16.6	10.5	26.7
Country Music (4)	0	0	0	16.6	23.6	12.6	58.3	52.7	53.3
Black Music (3)	10.0	16.7	0	0	0	0	0	0	6.7
Other (2)	0	0	0	8.3	0	0	0	21.0	6.7
Total Listening ¹ (In-Tab)	100.0 (8)	100.0 (16)	100.0 (9)	91.5 (20)	94.3 (46)	94.1 (28)	83.2 (18)	94.8 (19)	100.1 (37)

¹Excludes listening to stations not qualifying for inclusion in report.

Table 26C
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Norfolk HDBA Non-Blacks

Station Format (No. Stations)	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Contemporary Music (8)	35.6	58.3	66.6	80.0	18.2	31.3	0	3.6	15.0
MOR Music (2)	7.1	0	0	13.3	9.1	6.3	5.3	21.4	5.0
Beautiful Music (5)	35.7	25.0	0	0	45.3	25.1	31.6	25.0	40.0
Country Music (4)	0	16.7	0	6.7	18.2	37.6	42.1	35.7	30.0
Black Music (3)	14.3	0	33.3	0	0	0	5.3	3.6	0
Other (2)	7.1	0	0	0	9.1	0	15.8	0	10.0
Total Listening ¹ (In-Tab)	99.8 (12)	100.0 (17)	99.9 (15)	100.0 (16)	99.9 (52)	100.0 (36)	100.0 (20)	89.3 (41)	100.0 (44)

¹Excludes listening to stations not qualifying for inclusion in report.

Table 27A
Average Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Atlanta Non-HDBA Blacks

Station Format (No. Stations)	18 +											
	Total Persons 12 +			Men			Women			Teens 12-17		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Contemporary Music (4)	14.2	13.8	10.5	9.9	26.2	10.7	12.4	6.6	7.0	25.6	19.2	21.6
MOR Music (2)	8.6	4.1	6.8	17.3	9.2	7.2	8.3	2.0	7.7	2.6	0	2.7
Beautiful Music (3)	1.8	4.1	4.1	1.2	3.9	4.8	0	4.6	4.5	0	0	0
Country Music (5)	1.6	1.6	.7	1.2	0	1.2	1.7	2.0	0	0	0	0
Black Music (4)	56.4	62.5	51.5	59.3	51.4	51.2	55.3	67.0	49.3	66.7	69.1	62.1
Religion (2)	.5	1.6	.2	0	0	0	.8	2.7	0	0	0	0
News/Talk (2)	5.6	3.2	1.8	1.2	3.9	4.8	8.2	3.3	.6	0	0	0
Other (1)	.1	0	.1	0	0	0	0	0	0	0	0	0
Total Listening' (In-Tab)	88.8 (236)	90.9 (113)	74.9 (286)	90.1 (73)	94.6 (26)	79.9 (89)	86.7 (119)	88.2 (55)	69.1 (135)	94.9 (44)	88.3 (32)	86.4 (62)

'Excludes listening to stations not qualifying for inclusion in report.

Table 27B
Average Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Atlanta Non-HDBA Blacks

Station Format (No. Stations)	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Contemporary Music (4)	30.0	48.6	16.7	8.7	9.2	10.8	4.0	0	6.7
MOR Music (4)	0	2.9	0	8.8	6.3	5.4	20.0	44.4	6.7
Beautiful Music (3)	0	0	0	0	9.4	10.8	16.0	0	0
Country Music (5)	0	0	0	0	0	2.7	0	0	0
Black Music (4)	70.0	42.9	54.2	61.7	59.4	56.7	28.0	55.5	26.7
Religion (2)	0	0	0	0	0	0	0	0	0
News/Talk (2)	0	2.9	0	8.8	6.3	0	4.0	0	26.7
Other (1)	0	0	0	0	0	0	0	0	0
Total Listening' (In-Tab)	100.0 (11)	97.3 (4)	70.9 (27)	88.0 (40)	90.6 (15)	86.4 (48)	72.0 (12)	99.9 (6)	66.8 (11)

'Excludes listening to stations not qualifying for inclusion in report.

Table 27C
Average Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Atlanta Non-HDBA Blacks

Station Format (No. Stations)	Women								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
Contemporary Music (4)	17.6	3.1	19.9	5.2	5.7	5.3	24.1	12.6	9.1
MOR Music (4)	0	0	0	7.9	3.8	5.3	13.8	2.1	24.2
Beautiful Music (3)	0	0	3.3	0	11.3	5.3	0	2.1	9.1
Country Music (5)	0	0	0	0	0	0	6.9	6.3	0
Black Music (4)	61.8	87.5	70.0	73.7	73.5	66.8	34.5	43.8	24.2
Religion (2)	0	0	0	0	3.8	0	3.4	2.1	0
News/Talk (2)	11.8	0	0	2.6	0	0	6.9	10.5	3.0
Other (1)	0	0	0	0	0	0	0	0	0
Total Listening' (In-Tab)	91.2 (21)	90.6 (13)	93.2 (44)	89.1 (60)	98.1 (28)	82.7 (64)	89.6 (31)	79.5 (10)	69.6 (22)

'Excludes listening to stations not qualifying for inclusion in report.

Table 28A
Average Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Atlanta Non-HDBA, Non-Blacks

Station Format (No. Stations)	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Mail	TR	Mail	TR	Mail	TR	Mail	TR
Contemporary Music (4)	33.6	38.4	27.5	34.6	27.2	33.2	86.1	82.8
MOR Music (2)	18.9	18.8	19.9	18.4	21.4	21.7	3.9	4.8
Beautiful Music (3)	17.2	13.1	16.9	13.4	21.1	14.6	1.7	4.2
Country Music (5)	11.2	12.9	13.5	13.6	11.4	13.7	2.3	4.9
Black Music (4)	1.4	2.3	1.4	2.2	1.6	2.7	0	1.4
Religion (2)	1.6	.1	1.3	.2	2.3	.1	0	0
News/Talk (2)	8.2	8.0	12.0	8.6	6.3	8.7	1.1	.7
Other (1)	.3	.3	.3	.2	.4	.5	0	0
Total Listening' (In-Tab)	92.3 (1,576)	93.8 (599)	92.8 (586)	91.2 (237)	91.7 (756)	95.2 (286)	95.1 (234)	98.8 (76)

'Excludes listening to stations not qualifying for inclusion in report.

Table 28B
Average Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Atlanta Non-HDBA, Non-Blacks

Station Format (No. Stations)	Men					
	18-24		25-44		45-64	
	Mail	TR	Mail	TR	Mail	TR
Contemporary Music (4)	68.8	78.8	26.0	35.5	9.0	3.6
MOR Music (4)	2.9	1.6	17.7	12.0	35.3	39.6
Beautiful Music (3)	4.3	.8	17.1	15.6	22.5	17.3
Country Music (5)	3.6	2.4	17.1	14.1	13.4	25.9
Black Music (4)	3.6	4.7	1.2	1.8	.5	1.4
Religion (2)	0	0	.6	0	2.1	0
News/Talk (2)	7.2	1.6	13.0	10.1	15.0	6.5
Other (1)	0	0	0	.3	1.1	0
Total Listening' (In-Tab)	90.4 (90)	89.9 (39)	92.7 (298)	89.4 (117)	98.9 (151)	94.3 (66)

'Excludes listening to stations not qualifying for inclusion in report.

Table 28C
Average Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Atlanta Non-HDBA, Non-Blacks

Station Format (No. Stations)	Women					
	18-24		25-44		45-64	
	Mail	TR	Mail	TR	Mail	TR
Contemporary Music (4)	70.9	80.1	26.1	31.8	3.4	9.6
MOR Music (4)	2.4	5.2	22.9	14.7	29.4	35.2
Beautiful Music (3)	10.3	4.7	21.9	18.2	26.9	19.4
Country Music (5)	4.2	.6	14.1	21.8	14.0	12.3
Black Music (4)	1.8	4.7	1.2	.6	1.9	4.1
Religion (2)	.6	0	1.8	0	4.3	.5
News/Talk (2)	3.0	2.4	4.8	8.0	9.6	13.2
Other (1)	0	0	.3	1.0	1.0	0
Total Listening' (In-Tab)	93.2 (118)	97.7 (38)	93.1 (367)	96.1 (138)	90.5 (202)	99.3 (83)

'Excludes listening to stations not qualifying for inclusion in report.

Table 29A
Average Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Norfolk Non-HDBA, Non-Blacks

Station Format (No. Stations)	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Mail	TR	Mail	TR	Mail	TR	Mail	TR
Contemporary Music (8)	45.2	44.3	46.9	49.0	32.4	35.3	87.4	70.4
MOR Music (2)	8.7	6.5	9.1	7.0	10.2	6.4	1.9	5.5
Beautiful Music (5)	20.8	15.7	19.6	13.6	27.3	19.0	1.0	8.8
Country Music (4)	16.0	22.3	14.9	22.5	19.8	25.3	6.7	5.5
Black Music (3)	.7	3.0	.4	1.9	.7	3.5	1.0	5.5
Other (2)	3.1	3.4	3.5	2.1	3.5	5.2	0	0
Total Listening' (In-Tab)	94.5 (904)	95.2 (626)	94.4 (357)	96.1 (256)	93.9 (411)	94.7 (272)	98.0 (136)	95.7 (98)

'Excludes listening to stations not qualifying for inclusion in report.

Table 29B
Average Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Norfolk Non-HDBA, Non-Blacks

Station Format (No. Stations)	Men					
	18-24		25-44		45-64	
	Mail	TR	Mail	TR	Mail	TR
Contemporary Music (8)	80.8	83.8	44.5	49.4	7.2	6.5
MOR Music (2)	4.0	1.8	7.7	9.3	16.5	9.0
Beautiful Music (5)	4.7	1.8	20.7	12.7	37.1	30.8
Country Music (4)	4.8	7.2	15.4	20.3	27.9	42.3
Black Music (3)	0	2.7	1.0	1.1	0	2.6
Other (2)	2.7	1.8	3.1	2.8	5.2	1.3
Total Listening' (In-Tab)	97.0 (60)	99.1 (55)	92.4 (156)	95.6 (118)	93.9 (115)	92.5 (68)

'Excludes listening to stations not qualifying for inclusion in report.

Table 29C
Average Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Norfolk Non-HDBA, Non-Blacks

Station Format (No. Stations)	Women					
	18-24		25-44		45-64	
	Mail	TR	Mail	TR	Mail	TR
Contemporary Music (8)	72.0	80.4	30.7	35.0	4.0	12.6
MOR Music (2)	2.1	3.3	11.7	7.2	14.9	8.1
Beautiful Music (5)	11.5	8.7	23.9	14.4	45.6	36.6
Country Music (4)	6.2	1.1	23.9	28.3	28.8	25.9
Black Music (3)	0	3.3	1.7	4.8	0	2.7
Other (2)	5.2	1.1	2.8	6.7	2.0	7.2
Total Listening ¹	97.0	97.9	94.7	96.4	95.3	93.1
(In-Tab)	(84)	(46)	(171)	(136)	(126)	(72)

¹Excludes listening to stations not qualifying for inclusion in report.

Table 30A
Cume HDBA Rating Totals by Day-part
Atlanta HDBA Blacks

Daypart	18 +											
	Total Persons 12 +			Men			Women			Teens 12-17		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	89.8	93.1	95.8	86.3	89.5	94.4	92.0	95.4	95.7	91.5	94.4	98.9
6-10 am, M-F	76.4	83.3	88.1	71.7	79.0	85.5	82.0	86.1	91.4	70.4	84.8	84.4
10 am-3 pm, M-F	51.2	62.8	60.4	53.3	66.6	59.8	55.4	72.1	70.1	34.1	25.2	32.2
3-7 pm, M-F	71.8	73.7	76.4	71.1	77.7	75.5	69.7	72.9	74.8	80.0	66.7	83.3
7 pm-Midnight, M-F	53.3	53.9	68.8	52.9	49.8	69.3	48.4	51.1	64.4	68.9	72.2	81.1
(In-Tab)	(298)	(242)	(389)	(97)	(62)	(103)	(145)	(146)	(202)	(56)	(34)	(84)

Table 30B
Cume HDBA Rating Totals by Day-Part
Atlanta HDBA Blacks

Daypart	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	92.5	83.1	96.3	84.8	93.3	94.4	88.9	95.1	90.3
6-10 am, M-F	85.6	66.9	77.5	61.9	83.3	85.9	75.7	86.1	88.2
10 am-3 pm, M-F	64.4	83.1	70.0	48.9	66.7	53.7	47.9	54.2	55.6
3-7 pm, M-F	78.8	83.1	81.3	69.6	80.0	75.2	70.8	68.8	71.5
7 pm-Midnight, M-F	60.6	33.1	88.8	60.7	66.7	63.3	53.5	27.1	63.9
(In-Tab)	(28)	(6)	(27)	(25)	(30)	(37)	(29)	(22)	(32)

Table 30C
Cume HDBA Rating Totals by Day-Part
Atlanta HDBA Blacks

Daypart	Women								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	100.0	94.6	97.0	91.5	97.0	98.8	88.9	91.0	96.3
6-10 am, M-F	89.1	79.2	94.6	82.1	90.9	93.3	79.4	50.5	92.6
10 am-3 pm, M-F	62.9	56.4	81.2	49.8	75.4	69.6	54.0	78.3	65.1
3-7 pm, M-F	92.6	87.1	75.7	64.1	80.5	84.2	56.6	54.0	69.3
7 pm-Midnight, M-F	81.7	81.7	78.2	40.1	59.0	65.0	44.4	12.7	67.2
(In-Tab)	(27)	(39)	(37)	(52)	(72)	(87)	(47)	(24)	(61)

Table 31A
Cume HDBA Rating Totals by Day-part
Norfolk HDBA Blacks

18 -

Daypart	Total Persons 12 +			Men			Women			Teens 12-17		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	96.8	96.8	97.2	93.5	96.6	95.5	98.2	97.7	97.4	100.0	91.4	100.0
6-10 am, M-F	73.3	87.4	83.7	73.6	93.7	83.4	78.5	85.6	84.1	60.2	79.7	83.2
10 am-3 pm, M-F	66.0	73.3	65.8	66.7	79.1	64.1	71.9	69.8	69.8	50.4	70.3	59.8
3-7 pm, M-F	79.5	78.1	76.0	73.4	72.0	68.8	80.8	79.5	79.0	88.3	86.3	82.8
7 pm-Midnight, M-F	64.3	62.6	68.5	62.5	57.0	66.1	61.7	63.3	66.3	73.8	71.5	78.1
(In-Tab)	(242)	(235)	(240)	(75)	(50)	(58)	(113)	(120)	(121)	(54)	(65)	(61)

Table 31B
Cume HDBA Rating Totals by Day-Part
Norfolk HDBA Blacks

Daypart	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	100.0	100.0	100.0	93.2	100.0	94.9	96.2	95.6	91.8
6-10 am, M-F	76.7	90.3	100.0	72.7	92.0	79.5	81.6	95.6	79.7
10 am-3 pm, M-F	100.0	90.3	83.5	61.9	88.1	74.4	58.2	60.1	36.1
3-7 pm, M-F	100.0	82.5	92.2	80.7	83.0	76.7	58.2	63.9	33.5
7 pm-Midnight, M-F	78.6	71.8	84.5	86.9	58.5	66.5	33.5	65.8	50.6
(In-Tab)	(8)	(13)	(13)	(20)	(13)	(20)	(36)	(19)	(21)

Table 31C
Cume HDBA Rating Totals by Day-Part
Norfolk HDBA Blacks

Daypart	Women								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	100.0	100.0	100.0	98.2	98.7	100.0	100.0	97.1	97.1
6-10 am, M-F	88.8	77.6	83.2	78.2	92.4	94.7	72.6	89.1	76.6
10 am-3 pm, M-F	67.2	79.2	75.2	65.3	70.2	61.8	77.1	61.7	78.3
3-7 pm, M-F	100.0	94.4	88.8	85.8	92.4	84.9	65.7	72.0	77.7
7 pm-Midnight, M-F	84.8	92.0	86.4	58.7	70.2	60.9	56.6	54.3	58.9
(In-Tab)	(19)	(22)	(29)	(44)	(47)	(49)	(33)	(37)	(29)

Table 32A
Cume HDBA Rating Totals by Day-part
Atlanta HDBA Non-Blacks

Daypart	18 +											
	Total Persons 12 +			Men			Women			Teens 12-17		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	94.4	97.0	96.9	92.5	96.5	96.7	95.3	98.6	96.7	98.1	91.4	98.1
6-10 am, M-F	82.2	86.6	91.1	80.2	85.5	87.9	87.6	88.2	92.7	65.7	83.8	98.1
10 am-3 pm, M-F	60.4	62.0	63.3	55.8	53.0	69.7	68.2	73.1	63.7	43.8	49.5	34.3
3-7 pm, M-F	70.8	81.1	77.6	71.9	80.9	86.4	66.5	79.2	77.3	85.7	91.4	41.0
7 pm-Midnight, M-F	49.0	64.5	53.2	41.3	67.5	56.5	47.8	55.9	61.0	87.6	91.4	41.0
(In-Tab)	(95)	(117)	(113)	(39)	(46)	(42)	(47)	(63)	(63)	(9)	(8)	(8)

Table 32B
Cume HDBA Rating Totals by Day-Part
Atlanta HDBA Non-Blacks

Daypart	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	98.2	100.0	98.2	98.2	95.3	98.2	85.0	100.0	92.9
6-10 am, M-F	88.3	66.7	83.8	86.4	95.3	84.0	73.2	89.8	92.9
10 am-3 pm, M-F	58.6	49.6	83.8	63.9	47.3	77.5	48.8	70.9	48.8
3-7 pm, M-F	98.2	100.0	98.2	82.8	62.1	84.0	61.4	94.5	87.4
7 pm-Midnight, M-F	58.6	66.7	55.9	58.6	80.5	62.7	11.8	57.5	45.7
(In-Tab)	(10)	(6)	(7)	(17)	(21)	(14)	(7)	(13)	(18)

Table 32C
Cume HDBA Rating Totals by Day-Part
Atlanta HDBA Non-Blacks

Daypart	Women								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	97.9	100.0	97.9	98.1	95.5	98.1	97.2	100.0	93.7
6-10 am, M-F	87.2	89.4	97.9	79.9	86.4	98.1	97.2	91.6	85.3
10 am-3 pm, M-F	76.6	44.7	64.9	61.7	63.6	56.5	74.1	88.8	63.6
3-7 pm, M-F	97.9	100.0	64.9	54.5	67.5	79.9	79.7	90.2	79.7
7 pm-Midnight, M-F	76.6	67.0	64.9	54.5	40.9	70.8	29.4	66.4	44.8
(In-Tab)	(9)	(9)	(9)	(17)	(20)	(22)	(13)	(21)	(20)

Table 33A
Cume HDBA Rating Totals by Day-part
Norfolk HDBA Non-Blacks

Daypart	18 +											
	Total Persons 12 +			Men			Women			Teens 12-17		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	92.1	93.3	95.8	91.2	94.8	93.5	91.5	92.0	96.8	98.7	93.7	100.0
6-10 am, M-F	75.9	80.1	86.6	70.1	77.3	80.8	79.5	82.4	91.2	81.0	79.8	87.3
10 am-3 pm, M-F	65.8	68.8	72.3	70.1	64.3	66.9	68.3	76.8	83.5	36.7	48.1	40.5
3-7 pm, M-F	72.8	78.7	80.7	71.1	81.2	76.0	68.8	76.3	82.4	98.7	81.0	91.1
7 pm-Midnight, M-F	48.4	52.6	59.6	53.3	55.8	54.5	33.9	45.9	60.0	98.7	72.2	77.2
(In-Tab)	(126)	(247)	(212)	(57)	(97)	(83)	(59)	(125)	(108)	(10)	(25)	(21)

Table 33B
Cume HDBA Rating Totals by Day-Part
Norfolk HDBA Non-Blacks

Daypart	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	98.1	98.1	88.5	92.5	93.4	97.2	90.4	99.0	89.4
6-10 am, M-F	88.5	65.4	55.8	71.7	78.3	97.2	53.9	83.7	77.9
10 am-3 pm, M-F	76.9	51.9	67.3	77.4	64.2	62.3	64.4	66.4	56.7
3-7 pm, M-F	76.9	75.0	76.9	88.7	79.3	87.7	45.2	94.2	68.3
7 pm-Midnight, M-F	88.5	69.2	88.5	42.5	57.6	67.9	56.7	60.6	28.8
(In-Tab)	(8)	(16)	(9)	(20)	(46)	(28)	(18)	(19)	(37)

Table 33C
Cume HDBA Rating Totals by Day-Part
Norfolk HDBA Non-Blacks

Daypart	Women								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	98.5	98.5	100.0	93.5	90.7	97.2	95.0	96.7	97.5
6-10 am, M-F	76.9	84.6	86.2	81.5	79.6	94.4	90.1	89.3	90.1
10 am-3 pm, M-F	75.4	78.5	87.7	65.7	74.1	81.5	83.5	75.2	76.9
3-7 pm, M-F	84.6	92.3	100.0	88.0	80.6	83.3	60.3	82.6	76.0
7 pm-Midnight, M-F	40.0	58.5	84.6	37.0	46.3	66.6	33.9	54.5	40.5
(In-Tab)	(12)	(17)	(15)	(16)	(52)	(36)	(20)	(41)	(44)

Table 34A
Cume Non-HDBA Rating Totals by Day-part
 Atlanta Non-HDBA Blacks

Daypart	18 +											
	Total Persons 12 +			Men			Women			Teens 12-17		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	93.6	94.8	98.5	94.0	91.5	99.2	91.6	100.0	98.7	97.3	89.2	96.5
6-10 am, M-F	69.8	85.2	90.5	68.8	85.7	92.3	73.7	92.1	93.3	62.7	68.5	80.4
10 am-3 pm, M-F	54.2	60.1	63.9	44.9	59.9	66.7	69.8	75.5	73.0	37.3	25.0	37.7
3-7 pm, M-F	69.9	69.0	72.6	66.5	57.2	63.6	66.1	77.4	79.9	85.4	73.5	73.8
7 pm-Midnight, M-F	50.2	53.2	59.2	48.6	32.6	54.3	44.7	60.5	57.3	66.2	77.7	73.1
(In-Tab)	(236)	(113)	(286)	(73)	(26)	(89)	(119)	(55)	(135)	(44)	(32)	(62)

Table 34B
Cume Non-HDBA Rating Totals by Day-Part
 Atlanta Non-HDBA Blacks

Daypart	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	100.0	100.0	100.0	95.3	100.0	98.1	86.5	100.0	100.0
6-10 am, M-F	63.4	100.0	88.8	77.2	86.0	88.4	59.5	100.0	100.0
10 am-3 pm, M-F	45.5	74.6	73.9	45.1	80.0	70.2	38.9	31.0	53.2
3-7 pm, M-F	72.4	74.6	85.1	66.0	67.9	77.2	66.7	40.5	27.8
7 pm-Midnight, M-F	45.5	24.6	73.9	44.7	45.6	57.7	61.1	30.2	46.8
(In-Tab)	(11)	(4)	(27)	(40)	(15)	(48)	(12)	(6)	(11)

Table 34C
Cume Non-HDBA Rating Totals by Day-Part
 Atlanta Non-HDBA Blacks

Daypart	Women								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	85.9	100.0	97.2	92.9	100.0	98.3	90.6	100.0	100.0
6-10 am, M-F	62.0	92.3	85.9	72.1	100.0	91.7	74.8	87.1	100.0
10 am-3 pm, M-F	62.0	76.8	81.7	66.3	68.3	63.8	75.5	87.1	76.3
3-7 pm, M-F	71.1	69.0	83.8	67.5	77.5	80.0	56.1	87.1	86.3
7 pm-Midnight, M-F	47.9	76.8	63.4	45.0	53.8	60.4	41.7	74.1	75.5
(In-Tab)	(21)	(13)	(44)	(60)	(28)	(64)	(31)	(10)	(22)

Table 35A
Cume Non-HDBA Rating Totals by Day-part
Norfolk Non-HDBA Blacks

Daypart	18 +											
	Total Persons 12 +			Men			Women			Teens 12-17		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	97.9	98.6	96.7	98.4	98.1	94.9	96.6	99.5	98.5	100.0	97.7	97.1
6-10 am, M-F	80.6	87.1	86.7	81.2	90.5	86.5	85.3	88.2	88.9	68.4	76.4	82.2
10 am-3 pm, M-F	68.0	63.8	66.7	66.5	76.5	65.8	75.9	64.1	77.4	52.9	31.6	43.7
3-7 pm, M-F	78.1	81.8	81.7	81.4	83.3	74.7	81.8	80.8	84.8	61.5	80.5	92.0
7 pm-Midnight, M-F	56.9	55.2	63.7	59.1	50.7	54.4	52.3	58.2	67.6	62.1	59.2	77.6
(In-Tab)	(172)	(118)	(203)	(57)	(39)	(64)	(82)	(44)	(88)	(33)	(35)	(51)

Table 35B
Cume Non-HDBA Rating Totals by Day-Part
Norfolk Non-HDBA Blacks

Daypart	Men								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	100.0	100.0	100.0	100.0	98.7	97.4			
6-10 am, M-F	94.1	92.7	91.2	74.2	83.9	81.9			
10 am-3 pm, M-F	53.7	100.0	95.6	56.8	83.9	58.1			
3-7 pm, M-F	60.3	92.7	95.6	89.7	98.7	81.3			
7 pm-Midnight, M-F	55.9	77.9	76.5	46.5	63.9	64.5			
(In-Tab)	(7)	(7)	(17)	(32)	(20)	(33)	(12)	(12)	

'Figures unusable. Small samples caused adjacent cells to collapse during sample balancing, which resulted in unrealistic audience projections.

Table 35C
Cume Non-HDBA Rating Totals by Day-Part
Norfolk Non-HDBA Blacks

Daypart	Women								
	18-24			25-44			45-64		
	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail	TR	Mail	Aug. Mail
6 am-Midnight, M-S	100.0	100.0	95.7	96.9	98.7	100.0			
6-10 am, M-F	89.3	83.9	86.0	82.4	98.7	89.9			
10 am-3 pm, M-F	89.3	100.0	82.8	62.9	57.9	76.1			
3-7 pm, M-F	100.0	100.0	90.3	81.8	84.3	93.7			
7 pm-Midnight, M-F	66.7	95.7	87.1	54.7	68.6	61.6			
(In-Tab)	(14)	(7)	(23)	(41)	(29)	(36)	(20)	(8)	

See
footnote'
below.

Figures unusable. Small samples caused adjacent cells to collapse during sample balancing, which resulted in unrealistic audience projections.

Table 36A
Cume Non-HDBA Rating Totals by Day-part
 Atlanta Non-HDBA, Non-Blacks

Daypart	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Mail	TR	Mail	TR	Mail	TR	Mail	TR
6 am-Midnight, M-S	95.2	97.3	94.5	96.5	95.8	97.2	95.3	100.0
6-10 am, M-F	84.7	80.7	84.8	81.4	84.9	83.9	83.5	67.9
10 am-3 pm, M-F	60.1	59.5	58.8	60.9	70.1	69.4	30.9	22.2
3-7 pm, M-F	79.2	81.3	80.6	81.9	77.4	80.0	81.0	84.6
7 pm-Midnight, M-F	57.0	50.4	55.0	51.3	52.0	44.3	80.3	68.1
(In-Tab)	(1,576)	(599)	(586)	(237)	(756)	(286)	(234)	(76)

Table 36B
Cume Non-HDBA Rating Totals by Day-Part
 Atlanta Non-HDBA, Non-Blacks

Daypart	Men					
	18-24		25-44		45-64	
	Mail	TR	Mail	TR	Mail	TR
6 am-Midnight, M-S	97.5	97.5	96.1	97.5	94.2	97.0
6-10 am, M-F	87.0	74.5	86.7	85.7	87.2	83.0
10 am-3 pm, M-F	73.8	62.1	56.1	64.1	55.9	49.7
3-7 pm, M-F	88.2	86.8	84.4	83.7	78.8	78.0
7 pm-Midnight, M-F	70.7	74.7	54.7	51.6	52.5	41.7
(In-Tab)	(90)	(39)	(298)	(117)	(151)	(66)

Table 36C
Cume Non-HDBA Rating Totals by Day-Part
 Atlanta Non-HDBA, Non-Blacks

Daypart	Women					
	18-24		25-44		45-64	
	Mail	TR	Mail	TR	Mail	TR
6 am-Midnight, M-S	98.1	100.0	99.9	98.6	94.6	96.2
6-10 am, M-F	89.6	92.7	89.0	83.4	86.2	89.1
10 am-3 pm, M-F	75.1	68.1	75.5	71.5	67.1	64.3
3-7 pm, M-F	88.6	97.4	83.4	82.1	75.0	72.6
7 pm-Midnight, M-F	66.1	66.9	51.5	40.8	49.2	36.1
(In-Tab)	(118)	(38)	(367)	(138)	(202)	(83)

Table 37A
Cume Non-HDBA Rating Totals by Day-part
 Norfolk Non-HDBA, Non-Blacks

Daypart	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Mail	TR	Mail	TR	Mail	TR	Mail	TR
6 am-Midnight, M-S	95.2	97.5	94.1	96.9	95.5	97.7	98.2	99.2
6-10 am, M-F	83.2	78.6	85.9	79.6	82.3	81.2	76.7	67.4
10 am-3 pm, M-F	68.6	72.1	67.6	69.0	76.2	80.7	48.1	55.7
3-7 pm, M-F	80.9	81.7	82.6	80.9	78.6	79.4	82.5	91.6
7 pm-Midnight, M-F (In-Tab)	62.1 (904)	52.3 (626)	60.6 (357)	49.9 (256)	56.6 (411)	50.6 (272)	84.0 (136)	65.7 (98)

Table 37B
Cume Non-HDBA Rating Totals by Day-Part
 Norfolk Non-HDBA, Non-Blacks

Daypart	Men					
	18-24		25-44		45-64	
	Mail	TR	Mail	TR	Mail	TR
6 am-Midnight, M-S	98.6	100.0	95.7	100.0	87.6	91.2
6-10 am, M-F	96.4	76.3	84.5	87.6	77.8	77.0
10 am-3 pm, M-F	68.1	79.8	72.4	70.6	57.4	53.7
3-7 pm, M-F	90.6	84.8	86.7	83.6	71.5	80.6
7 pm-Midnight, M-F (In-Tab)	74.7 (60)	52.5 (55)	59.6 (156)	54.6 (118)	48.3 (115)	46.5 (68)

Table 37C
Cume Non-HDBA Rating Totals by Day-Part
 Norfolk Non-HDBA, Non-Blacks

Daypart	Women					
	18-24		25-44		45-64	
	Mail	TR	Mail	TR	Mail	TR
6 am-Midnight, M-S	98.3	100.0	95.6	100.0	96.2	92.7
6-10 am, M-F	85.8	83.2	83.2	88.1	82.9	75.6
10 am-3 pm, M-F	76.2	85.6	75.5	80.4	75.9	77.6
3-7 pm, M-F	90.4	88.8	79.5	83.0	70.9	74.4
7 pm-Midnight, M-F (In-Tab)	70.3 (84)	55.4 (46)	57.2 (171)	52.8 (136)	52.4 (126)	47.1 (72)

Table 38
Average Rating Totals by Day of Survey Week
Combined Atlanta and Norfolk HDBA's — Persons 12 +
6 am-Midnight, M-S

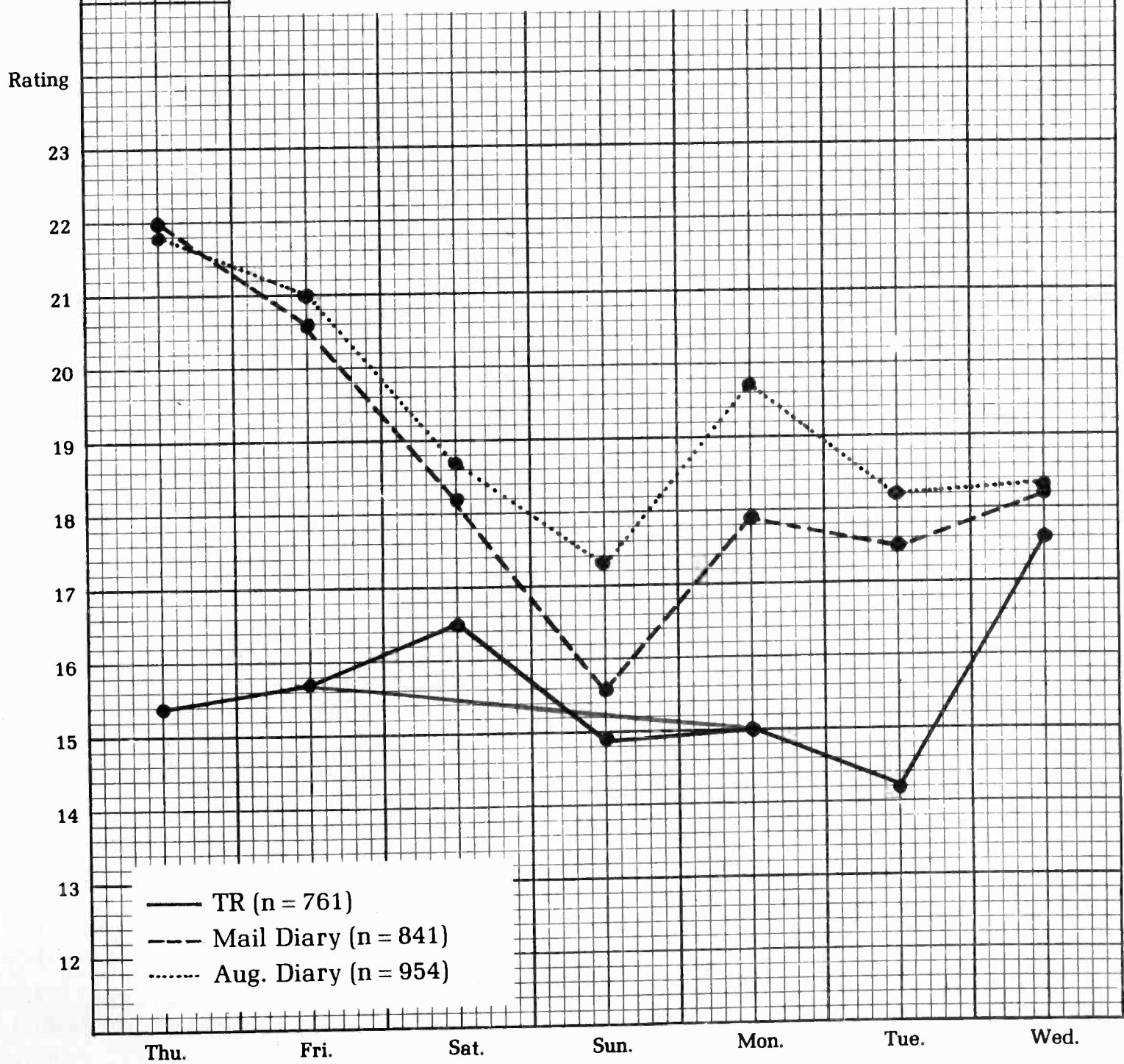


Table 39
Average Rating Totals by Day of Survey Week
 Combined Atlanta and Norfolk HDBA's — Persons 12 +
 6-10 am, M-F

Rating

29
28
27
26
25
24
23
22
21
20
19
18
17
16
15
14

— TR (n = 761)
 - - - Mail Diary (n = 841)
 Aug. Diary (n = 954)

Thu. Fri. Sat. Sun. Mon. Tue. Wed.

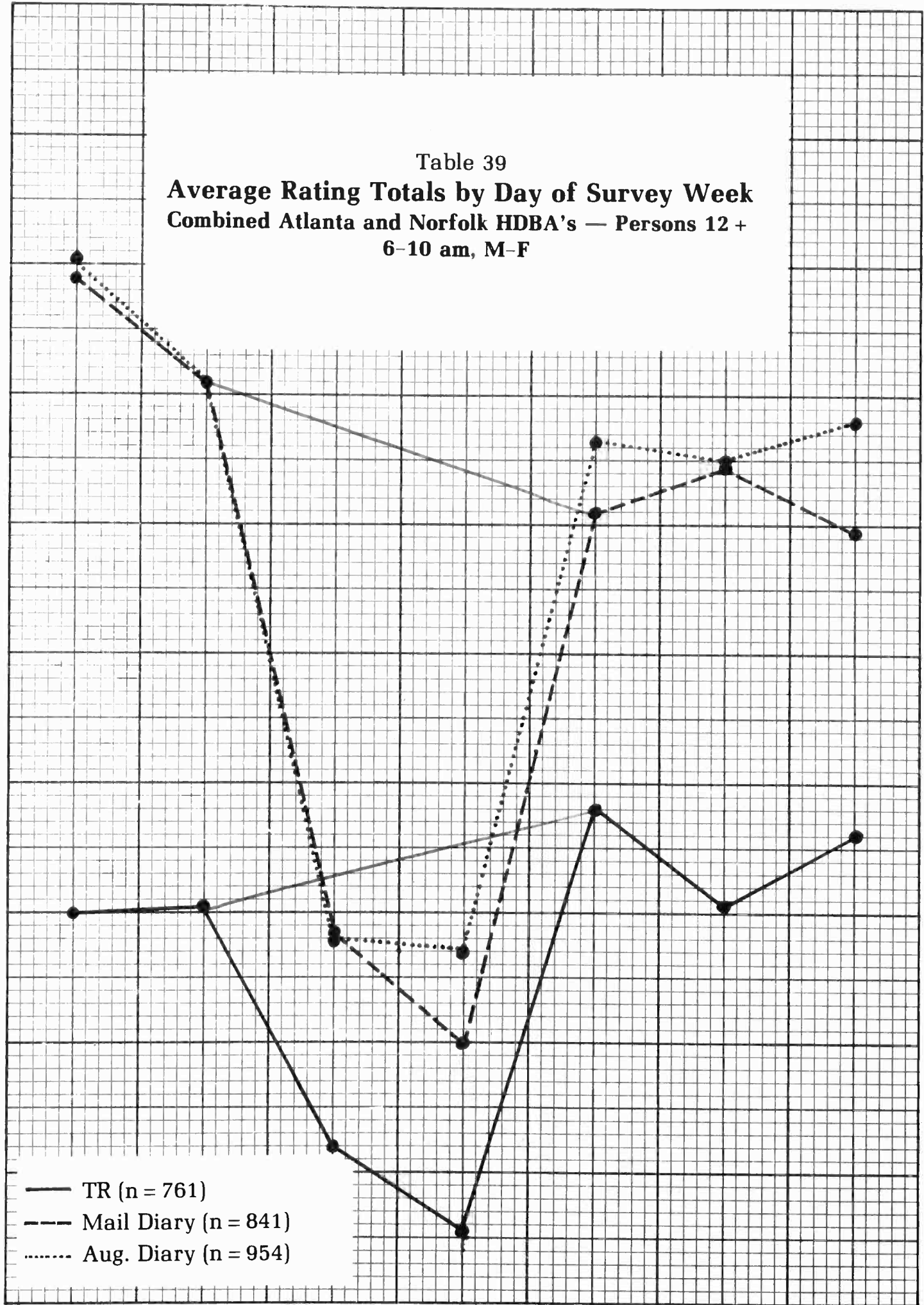


Table 40
Average Rating Totals by Day of Survey Week
Combined Atlanta and Norfolk HDBA's — Persons 12 +
10 am-3 pm, M-F

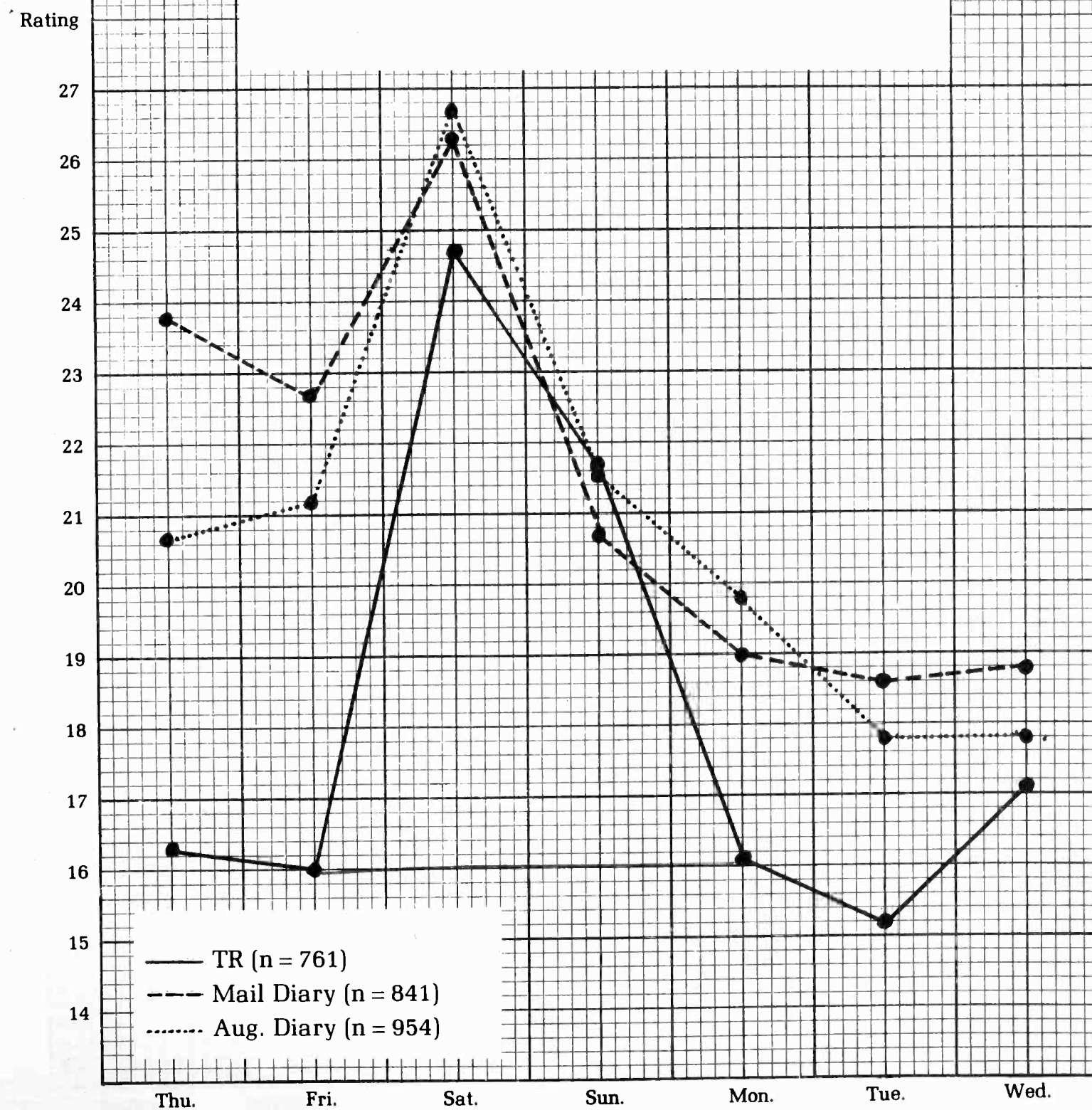


Table 41
Average Rating Totals by Day of Survey Week
 Combined Atlanta and Norfolk HDBA's — Persons 12 +
 3-7 pm, M-F

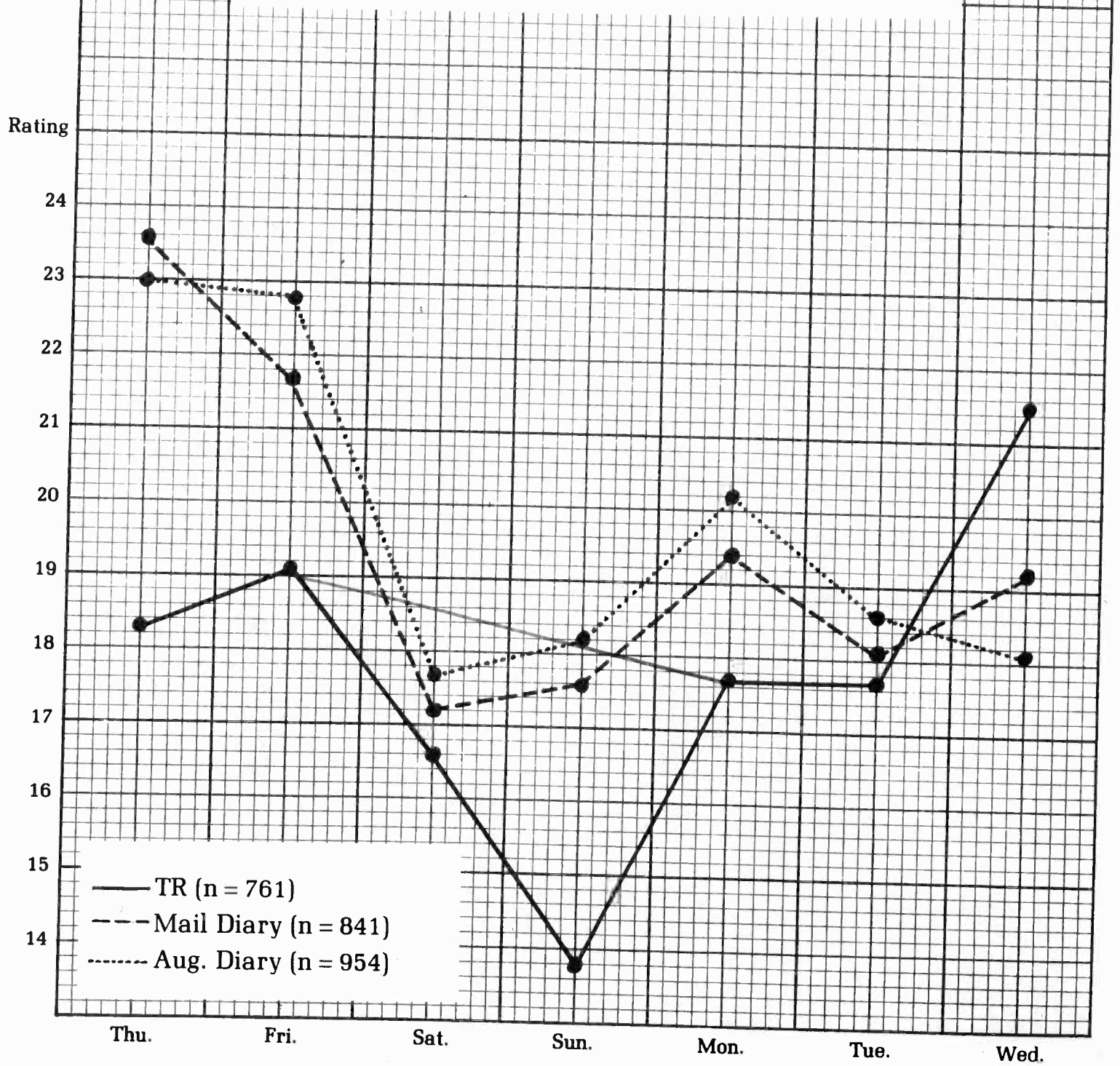


Table 42
Average Rating Totals by Day of Survey Week
Combined Atlanta and Norfolk HDBA's — Persons 12 +
7 pm-Midnight, M-F

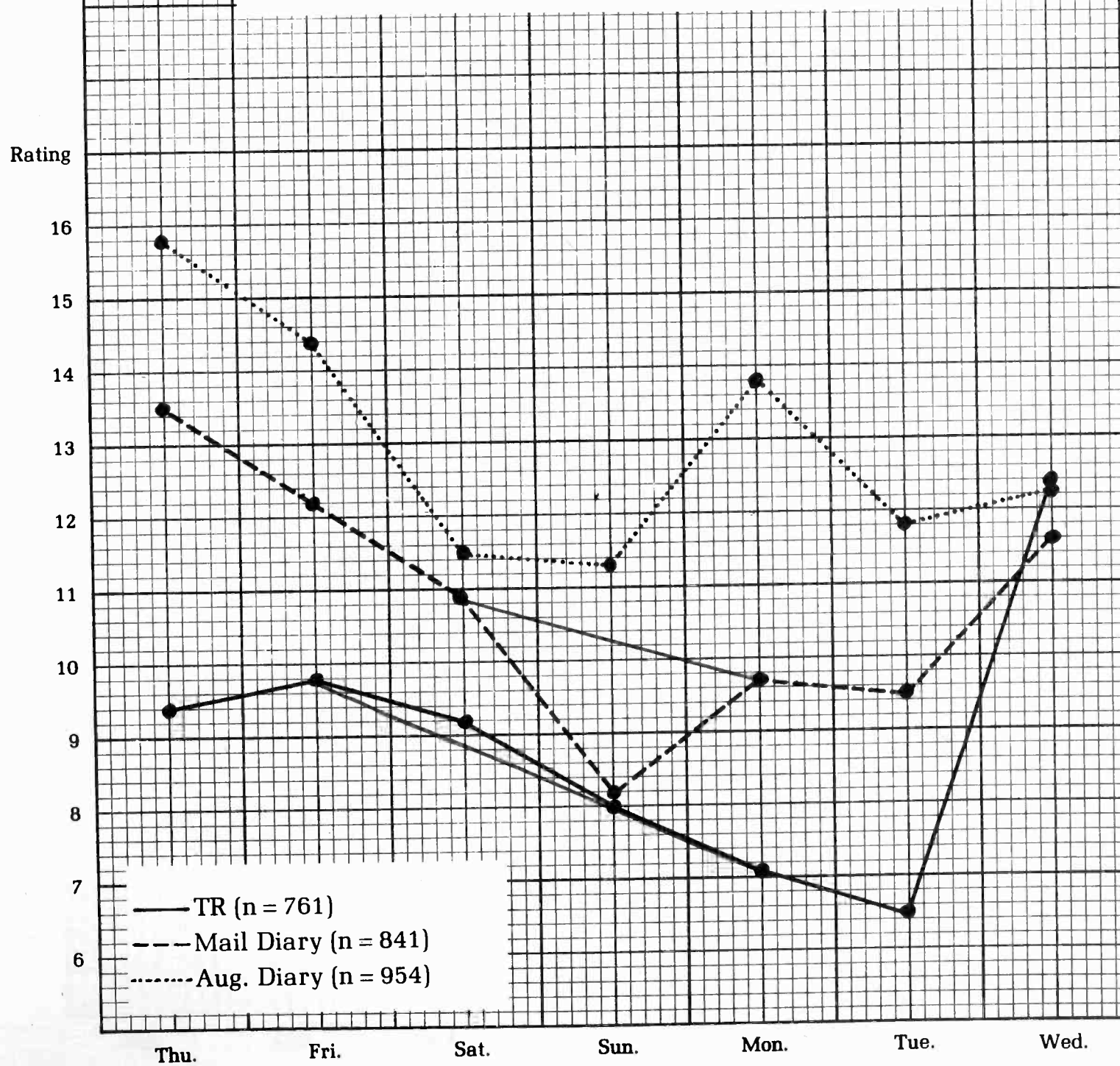


Table 43
Average Rating Totals by Day of Survey Week
 Atlanta HDBA — Black Persons 12 +
 6 am-Midnight, M-S

Rating

24
23
22
21
20
19
18
17
16
15
14
13
12

— TR (n = 298)
 - - - Mail Diary (n = 242)
 Aug. Diary (n = 389)

Thu. Fri. Sat. Sun. Mon. Tue. Wed.

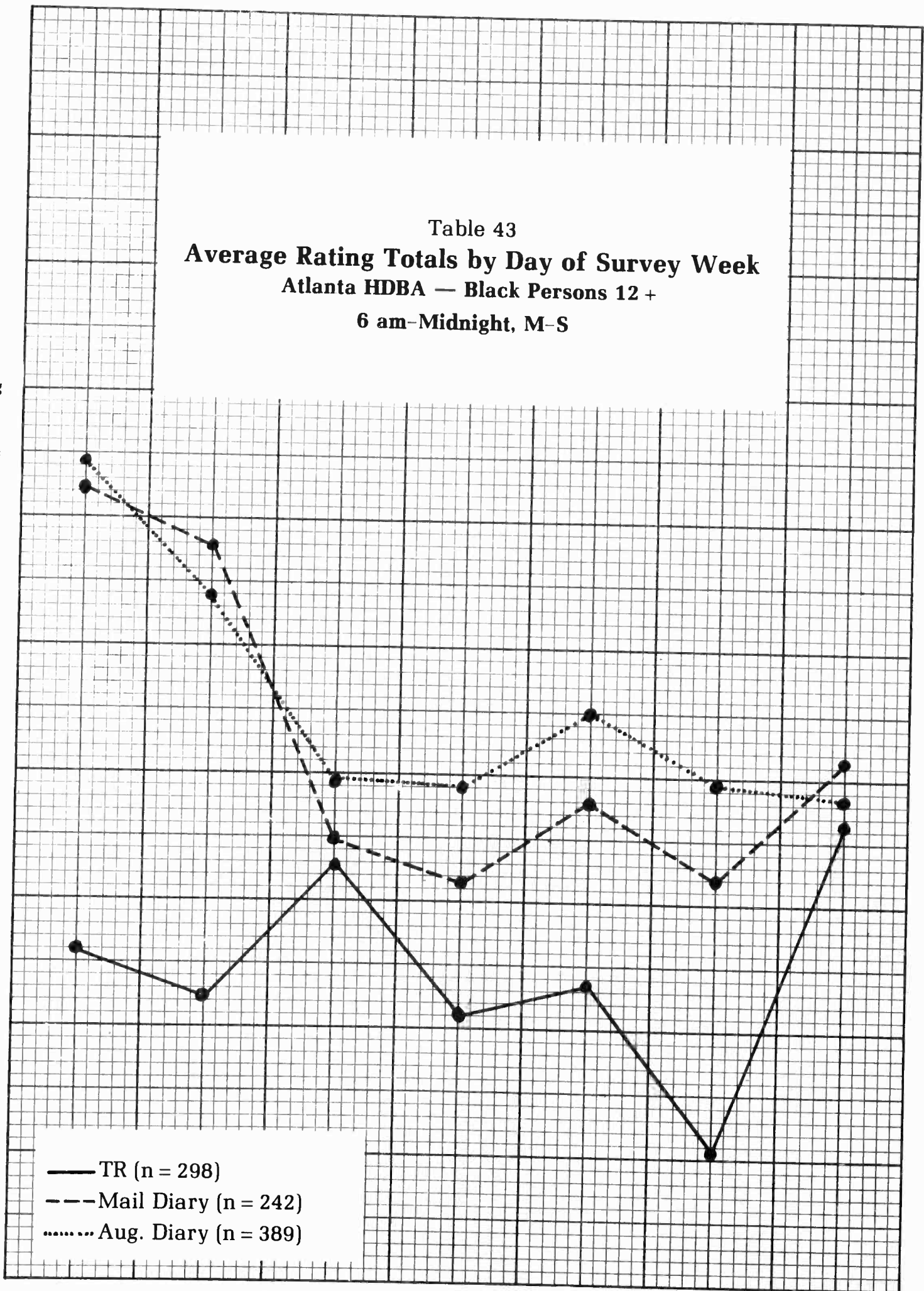


Table 44
Average Rating Totals by Day of Survey Week
 Norfolk HDBA — Black Persons 12 +
 6 am-Midnight, M-S

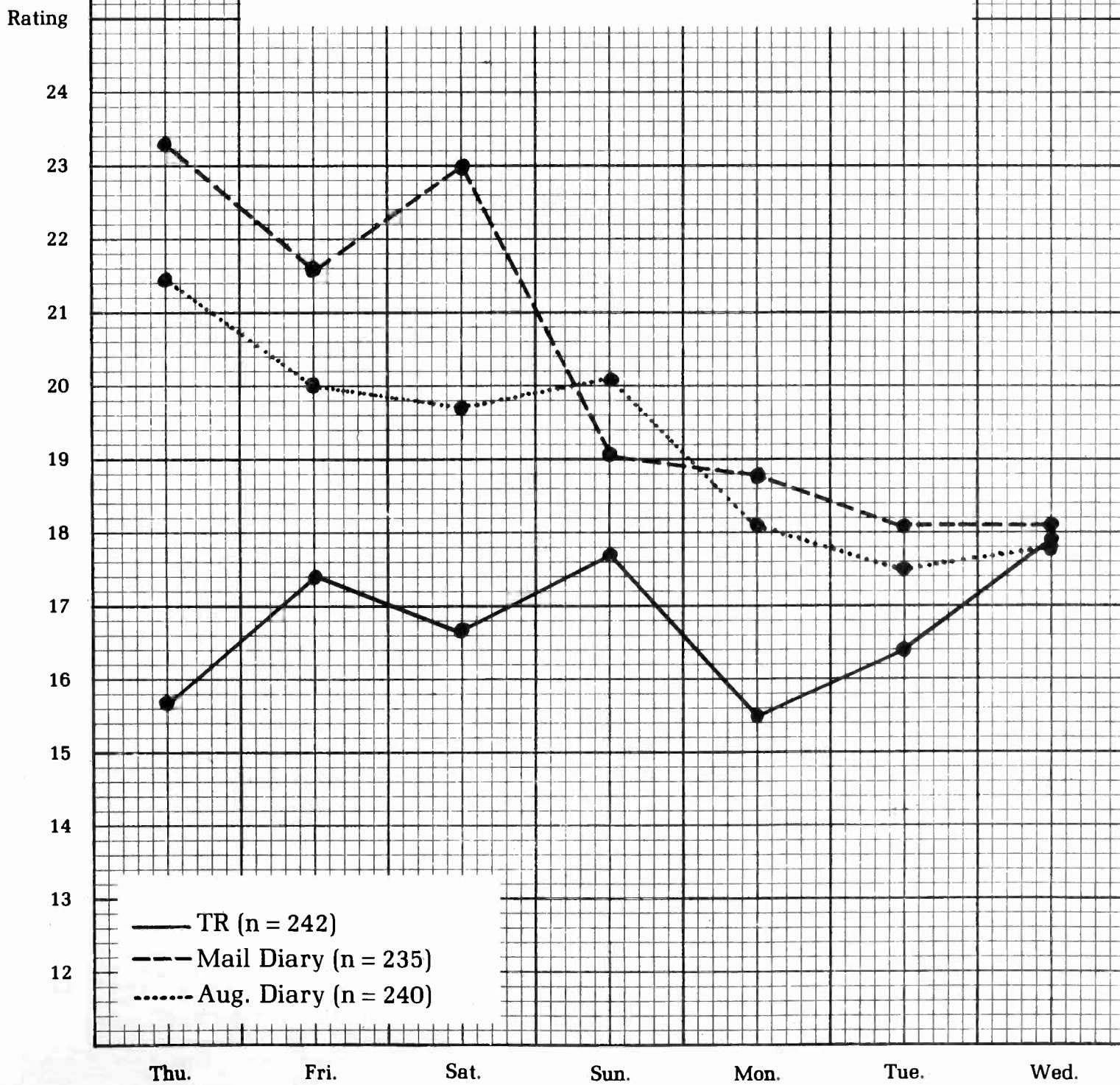


Table 45
Average Rating Totals by Day of Survey Week
 Atlanta HDBA — Non-Black Persons 12 +
 6 am-Midnight, M-S

Rating

24

23

22

21

20

19

18

17

16

15

14

13

12

11

— TR (n = 95)

- - - Mail Diary (n = 117)

..... Aug. Diary (n = 113)

Thu.

Fri.

Sat.

Sun.

Mon.

Tue.

Wed.

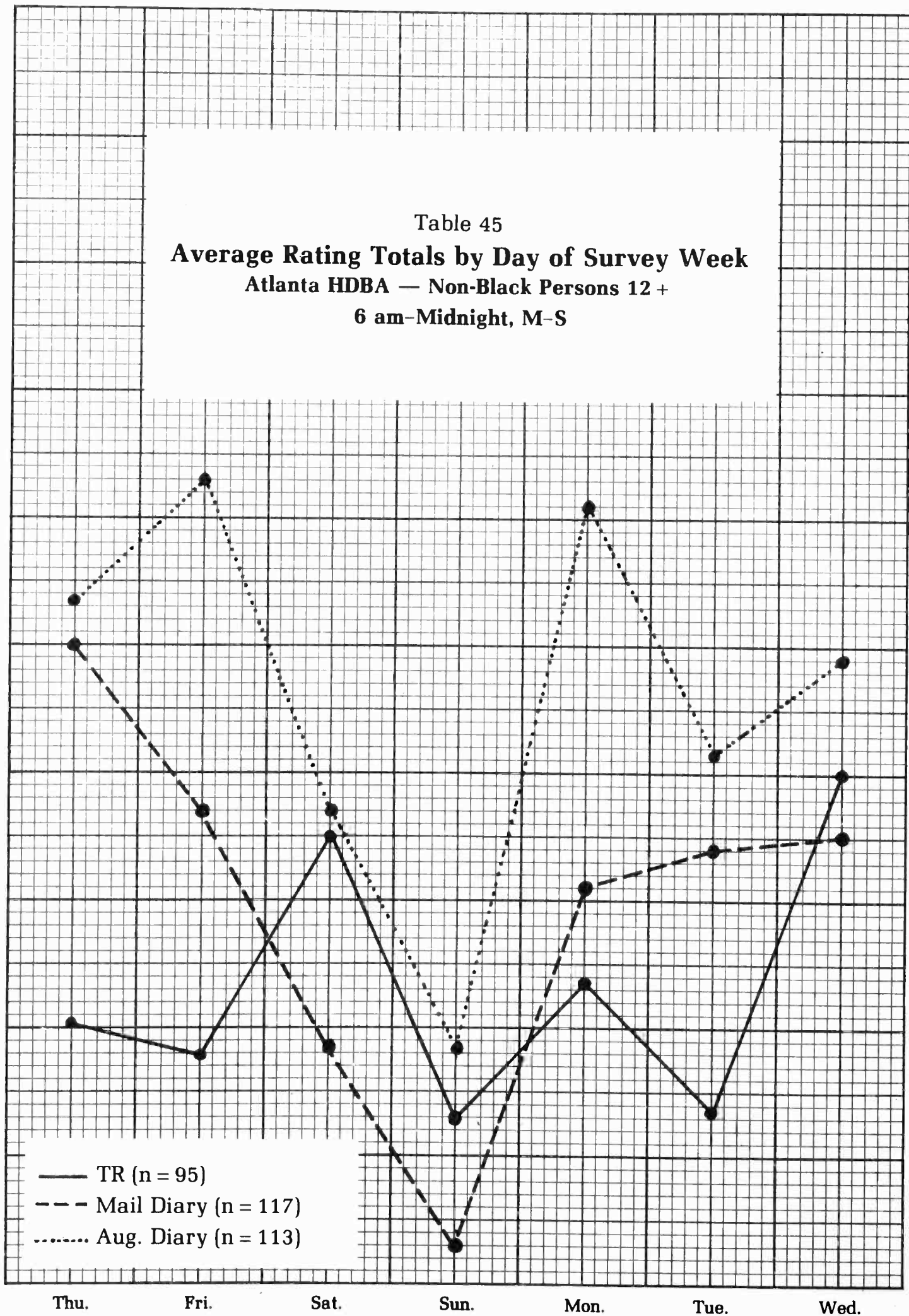


Table 46
Average Rating Totals by Day of Survey Week
 Norfolk HDBA — Non-Black Persons 12 +
 6 am-Midnight, M-S

Rating

24

23

22

21

20

19

18

17

16

15

14

13

12

— TR (n = 126)
 - - - Mail Diary (n = 247)
 Aug. Diary (n = 212)

Thu.

Fri.

Sat.

Sun.

Mon.

Tue.

Wed.

Table 47A
Average HDBA Rating Totals by Day-part — Telephone Retrieval
Atlanta HDBA

	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	16.2	14.0	14.9	11.6	17.6	16.9	14.4	10.5
6-10 am, M-F	20.4	19.8	18.4	15.8	23.5	25.9	15.6	8.6
10 am-3 pm, M-F	14.1	15.6	15.3	12.5	15.5	20.8	7.4	4.8
3-7 pm, M-F	19.7	17.5	18.4	14.5	19.7	19.0	22.6	23.8
7 pm-Midnight, M-F (In-Tab)	9.9 (298)	6.8 (95)	9.4 (97)	5.3 (39)	10.0 (145)	6.9 (47)	10.7 (56)	12.4 (9)

Table 47B
Average HDBA Rating Totals by Day-Part — Telephone Retrieval
Atlanta HDBA

	Men					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	18.1	13.5	13.0	11.8	14.6	11.8
6-10 am, M-F	15.6	9.9	16.7	16.0	23.6	18.9
10 am-3 pm, M-F	21.3	15.3	10.4	12.4	16.7	14.2
3-7 pm, M-F	21.3	28.8	18.5	14.2	15.3	7.9
7 pm-Midnight, M-F (In-Tab)	13.1 (28)	9.9 (10)	9.6 (25)	6.5 (17)	7.6 (29)	1.6 (7)

Table 47C
Average HDBA Rating Totals by Day-Part — Telephone Retrieval
Atlanta HDBA

	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	23.3	18.1	17.0	11.7	13.8	24.5
6-10 am, M-F	20.3	20.2	24.3	16.9	28.0	40.6
10 am-3 pm, M-F	17.8	14.9	14.3	14.9	12.7	37.8
3-7 pm, M-F	32.7	25.5	17.6	14.3	10.6	27.3
7 pm-Midnight, M-F (In-Tab)	18.3 (27)	11.7 (9)	9.4 (52)	6.5 (17)	4.2 (47)	3.5 (13)

Table 48A
Average HDBA Rating Totals by Day-part — Telephone Retrieval
Norfolk HDBA

	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	15.8	13.8	15.8	13.3	17.2	14.9	12.5	10.1
6-10 am, M-F	18.4	18.8	15.6	14.9	24.6	22.9	9.0	13.9
10 am-3 pm, M-F	17.9	16.8	18.5	15.3	22.3	21.6	6.6	0
3-7 pm, M-F	20.1	15.5	18.7	14.3	20.8	16.3	21.1	16.5
7 pm-Midnight, M-F	10.3	6.7	12.6	7.8	8.6	5.1	10.2	10.1
(In-Tab)	(242)	(126)	(75)	(57)	(113)	(59)	(54)	(10)

Table 48B
Average HDBA Rating Totals by Day-Part — Telephone Retrieval
Norfolk HDBA

	Men					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	30.1	19.2	12.5	11.3	12.7	11.5
6-10 am, M-F	17.5	15.4	15.3	8.5	15.8	13.5
10 am-3 pm, M-F	36.9	11.5	15.9	20.7	10.1	12.5
3-7 pm, M-F	42.7	17.3	13.1	17.0	12.0	10.6
7 pm-Midnight, M-F	28.2	19.2	13.6	2.8	4.4	7.7
(In-Tab)	(8)	(8)	(20)	(20)	(36)	(18)

Table 48C
Average HDBA Rating Totals by Day-Part — Telephone Retrieval
Norfolk HDBA

	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	20.0	21.5	16.4	13.9	18.3	15.7
6-10 am, M-F	20.8	23.1	25.3	21.3	28.6	27.3
10 am-3 pm, M-F	19.2	41.5	19.6	17.6	28.0	23.1
3-7 pm, M-F	27.2	32.3	21.8	13.9	18.3	14.1
7 pm-Midnight, M-F	13.6	3.1	9.3	7.4	5.7	5.0
(In-Tab)	(19)	(12)	(44)	(16)	(33)	(20)

Table 49A
Average HDBA Rating Totals by Day-part — Standard Mail Diary
Atlanta HDBA

	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	20.7	16.2	19.9	14.3	23.5	18.4	14.4	14.3
6-10 am, M-F	29.1	22.3	23.7	18.5	36.4	27.8	19.6	13.3
10 am-3 pm, M-F	21.4	18.7	21.8	17.1	26.4	23.7	5.6	1.9
3-7 pm, M-F	21.3	20.7	26.7	19.8	19.1	20.2	15.2	26.7
7 pm-Midnight, M-F (In-Tab)	10.6 (242)	10.2 (117)	11.8 (62)	7.9 (46)	8.2 (146)	10.6 (63)	15.6 (34)	18.1 (8)

Table 49B
Average HDBA Rating Totals by Day-Part — Standard Mail Diary
Atlanta HDBA

	Men					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	20.6	7.2	18.5	18.3	20.1	16.5
6-10 am, M-F	15.6	9.9	24.1	24.9	27.8	18.9
10 am-3 pm, M-F	36.3	4.5	17.0	26.0	19.4	20.5
3-7 pm, M-F	32.5	11.7	25.6	21.9	26.4	23.6
7 pm-Midnight, M-F (In-Tab)	17.5 (6)	9.9 (6)	11.5 (30)	7.1 (21)	2.8 (22)	8.7 (13)

Table 49C
Average HDBA Rating Totals by Day-Part — Standard Mail Diary
Atlanta HDBA

	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	19.3	19.1	21.6	14.9	32.8	23.8
6-10 am, M-F	23.8	30.9	36.2	26.0	55.6	29.4
10 am-3 pm, M-F	19.8	12.8	24.9	23.4	37.6	37.1
3-7 pm, M-F	19.8	23.4	19.8	18.2	14.8	26.6
7 pm-Midnight, M-F (In-Tab)	13.9 (39)	18.1 (9)	9.4 (72)	5.8 (20)	2.6 (24)	19.6 (21)

Table 50A
Average HDBA Rating Totals by Day-part — Standard Mail Diary
Norfolk HDBA

	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	19.6	15.2	20.5	15.3	20.0	16.5	16.8	8.9
6-10 am, M-F	27.8	20.9	30.6	18.5	30.6	24.3	16.0	13.9
10 am-3 pm, M-F	19.1	20.5	24.3	21.8	18.0	23.2	11.3	2.5
3-7 pm, M-F	21.5	18.0	21.7	18.5	19.7	18.9	25.4	11.4
7 pm-Midnight, M-F	11.7	9.1	9.7	9.4	12.9	8.8	12.5	8.9
(In-Tab)	(235)	(247)	(50)	(97)	(120)	(125)	(65)	(25)

Table 50B
Average HDBA Rating Totals by Day-Part — Standard Mail Diary
Norfolk HDBA

	Men					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	25.2	11.5	23.9	16.0	17.7	18.3
6-10 am, M-F	31.1	9.6	38.1	17.0	29.7	26.0
10 am-3 pm, M-F	35.9	26.9	27.3	17.9	17.1	25.0
3-7 pm, M-F	28.2	19.2	21.0	17.9	21.5	20.2
7 pm-Midnight, M-F	13.6	11.5	13.1	5.7	7.0	15.4
(In-Tab)	(13)	(16)	(13)	(46)	(19)	(19)

Table 50C
Average HDBA Rating Totals by Day-Part — Standard Mail Diary
Norfolk HDBA

	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	24.8	18.5	18.2	10.2	21.7	23.1
6-10 am, M-F	27.2	20.0	29.8	18.5	34.3	34.7
10 am-3 pm, M-F	22.4	35.4	17.3	18.5	16.6	25.6
3-7 pm, M-F	27.2	27.7	20.0	13.9	18.3	26.5
7 pm-Midnight, M-F	24.0	7.7	9.3	4.6	13.1	17.4
(In-Tab)	(22)	(17)	(47)	(52)	(37)	(41)

Table 51A
Average HDBA Rating Totals by Day-part — Augmented Mail Diary
Atlanta HDBA

	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	20.9	19.1	20.0	21.1	23.0	19.2	16.3	10.5
6-10 am, M-F	29.6	30.4	28.0	32.3	34.3	30.8	19.3	20.0
10 am-3 pm, M-F	19.8	21.0	19.4	25.3	24.9	20.6	4.8	4.8
3-7 pm, M-F	20.3	22.4	20.3	25.7	19.5	21.4	22.6	12.4
7 pm-Midnight, M-F (In-Tab)	14.5 (389)	11.2 (113)	15.4 (103)	12.5 (42)	13.0 (202)	11.0 (63)	16.7 (84)	6.7 (8)

Table 51B
Average HDBA Rating Totals by Day-Part — Augmented Mail Diary
Atlanta HDBA

	Men					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	21.3	27.9	20.7	20.1	19.4	18.9
6-10 am, M-F	21.3	20.7	32.2	36.1	25.7	37.8
10 am-3 pm, M-F	20.0	37.8	21.1	24.3	18.1	18.9
3-7 pm, M-F	20.6	38.7	21.9	24.3	21.5	18.1
7 pm-Midnight, M-F (In-Tab)	22.5 (27)	27.9 (7)	14.1 (37)	6.5 (14)	9.7 (32)	8.7 (18)

Table 51C
Average HDBA Rating Totals by Day-Part — Augmented Mail Diary
Atlanta HDBA

	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	21.3	18.1	23.1	18.8	24.9	17.5
6-10 am, M-F	28.7	25.5	37.1	30.5	36.5	31.5
10 am-3 pm, M-F	29.7	19.1	24.6	27.3	23.8	16.1
3-7 pm, M-F	19.3	17.0	23.4	24.7	16.4	21.7
7 pm-Midnight, M-F (In-Tab)	14.4 (37)	13.8 (9)	10.9 (87)	10.4 (22)	14.8 (61)	6.3 (20)

Table 52A
Average HDBA Rating Totals by Day-part — Augmented Mail Diary
Norfolk HDBA

	18+							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	18.3	16.3	17.6	14.0	20.3	19.2	14.8	11.4
6-10 am, M-F	24.2	20.9	24.3	18.5	27.8	24.5	15.2	12.7
10 am-3 pm, M-F	15.5	20.2	14.4	18.5	19.7	25.9	7.8	0
3-7 pm, M-F	20.7	18.4	18.9	19.5	22.1	19.2	20.7	10.1
7 pm-Midnight, M-F	14.5	7.9	15.0	7.1	14.5	8.0	13.7	10.1
(In-Tab)	(240)	(212)	(58)	(83)	(121)	(108)	(61)	(21)

Table 52B
Average HDBA Rating Totals by Day-Part — Augmented Mail Diary
Norfolk HDBA

	Men					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	26.2	11.5	15.3	15.1	10.8	14.4
6-10 am, M-F	29.1	9.6	20.5	22.6	17.7	19.2
10 am-3 pm, M-F	26.2	11.5	12.5	20.8	10.1	17.3
3-7 pm, M-F	27.2	17.3	14.8	25.5	12.0	17.3
7 pm-Midnight, M-F	24.3	17.3	9.7	4.7	8.9	2.9
(In-Tab)	(13)	(9)	(20)	(28)	(21)	(37)

Table 52C
Average HDBA Rating Totals by Day-Part — Augmented Mail Diary
Norfolk HDBA

	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	18.4	13.8	19.6	14.8	23.4	16.5
6-10 am, M-F	20.8	12.3	31.6	21.3	31.4	25.6
10 am-3 pm, M-F	16.8	12.3	18.2	23.1	24.6	28.1
3-7 pm, M-F	23.2	16.9	17.3	20.4	28.6	14.9
7 pm-Midnight, M-F	16.0	7.7	8.0	7.4	19.4	2.5
(In-Tab)	(29)	(15)	(49)	(36)	(29)	(44)

Table 53A
Cume HDBA Rating Totals by Day-part — Telephone Retrieval
 Atlanta HDBA

	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	89.8	94.4	86.3	92.5	92.0	95.3	91.5	98.1
6-10 am, M-F	76.4	82.2	71.7	80.2	82.0	87.6	70.4	65.7
10 am-3 pm, M-F	51.2	60.4	53.3	55.8	55.4	68.2	34.1	43.8
3-7 pm, M-F	71.8	70.8	71.1	71.9	69.7	66.5	80.0	85.7
7 pm-Midnight, M-F (In-Tab)	53.3 (298)	49.0 (95)	52.9 (97)	41.3 (39)	48.4 (145)	47.8 (47)	68.9 (56)	87.6 (9)

Table 53B
Cume HDBA Rating Totals by Day-Part — Telephone Retrieval
 Atlanta HDBA

	Men					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	92.5	98.2	84.8	98.2	88.9	85.0
6-10 am, M-F	85.6	88.3	61.9	86.4	75.7	73.2
10 am-3 pm, M-F	64.4	58.6	48.9	63.9	47.9	48.8
3-7 pm, M-F	78.8	98.2	69.6	82.8	70.8	61.4
7 pm-Midnight, M-F (In-Tab)	60.6 (28)	58.6 (10)	60.7 (25)	58.6 (17)	53.5 (29)	11.8 (7)

Table 53C
Cume HDBA Rating Totals by Day-Part — Telephone Retrieval
 Atlanta HDBA

	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	100.0	97.9	91.5	98.1	88.9	97.2
6-10 am, M-F	89.1	87.2	82.1	79.9	79.4	97.2
10 am-3 pm, M-F	62.9	76.6	49.8	61.7	54.0	74.1
3-7 pm, M-F	92.6	97.9	64.1	54.5	56.6	79.7
7 pm-Midnight, M-F (In-Tab)	81.7 (27)	76.6 (9)	40.1 (52)	54.5 (17)	44.4 (47)	29.4 (13)

Table 54A
Cume HDBA Rating Totals by Day-part — Telephone Retrieval
Norfolk HDBA

	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	96.8	92.1	93.5	91.2	98.2	91.5	100.0	98.7
6-10 am, M-F	73.3	75.9	73.6	70.1	78.5	79.5	60.2	81.0
10 am-3 pm, M-F	66.0	65.8	66.7	70.1	71.9	68.3	50.4	36.7
3-7 pm, M-F	79.5	72.8	73.4	71.1	80.8	68.8	88.3	98.7
7 pm-Midnight, M-F	64.3	48.4	62.5	53.3	61.7	33.9	73.8	98.7
(In-Tab)	(242)	(126)	(75)	(57)	(113)	(59)	(54)	(10)

Table 54B
Cume HDBA Rating Totals by Day-Part — Telephone Retrieval
Norfolk HDBA

	Men					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	100.0	98.1	93.2	92.5	96.2	90.4
6-10 am, M-F	76.7	88.5	72.7	71.7	81.6	53.9
10 am-3 pm, M-F	100.0	76.9	61.9	77.4	58.2	64.4
3-7 pm, M-F	100.0	76.9	80.7	88.7	58.2	45.2
7 pm-Midnight, M-F	78.6	88.5	86.9	42.5	33.5	56.7
(In-Tab)	(8)	(8)	(20)	(20)	(36)	(18)

Table 54C
Cume HDBA Rating Totals by Day-Part — Telephone Retrieval
Norfolk HDBA

	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	100.0	98.5	98.2	93.5	100.0	95.0
6-10 am, M-F	88.8	76.9	78.2	81.5	72.6	90.1
10 am-3 pm, M-F	67.2	75.4	65.3	65.7	77.1	83.5
3-7 pm, M-F	100.0	84.6	85.8	88.0	65.7	60.3
7 pm-Midnight, M-F	84.8	40.0	58.7	37.0	56.6	33.9
(In-Tab)	(19)	(12)	(44)	(16)	(33)	(20)

Table 55A
Cume HDBA Rating Totals by Day-part — Standard Mail Diary
 Atlanta HDBA

	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	93.1	97.0	89.5	96.5	95.4	98.6	94.4	91.4
6-10 am, M-F	83.3	86.6	79.0	85.5	86.1	88.2	84.8	83.8
10 am-3 pm, M-F	62.8	62.0	66.6	53.0	72.1	73.1	25.2	49.5
3-7 pm, M-F	73.7	81.1	77.7	80.9	72.9	79.2	66.7	91.4
7 pm-Midnight, M-F	53.9	64.5	49.8	67.5	51.1	55.9	72.2	91.4
(In-Tab)	(242)	(117)	(62)	(46)	(146)	(63)	(34)	(8)

Table 55B
Cume HDBA Rating Totals by Day-Part — Standard Mail Diary
 Atlanta HDBA

	Men					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	83.1	100.0	93.3	95.3	95.1	100.0
6-10 am, M-F	66.9	66.7	83.3	95.3	86.1	89.8
10 am-3 pm, M-F	83.1	49.6	66.7	47.3	54.2	70.9
3-7 pm, M-F	83.1	100.0	80.0	62.1	68.8	94.5
7 pm-Midnight, M-F	33.1	66.7	66.7	80.5	27.1	57.5
(In-Tab)	(6)	(6)	(30)	(21)	(22)	(13)

Table 55C
Cume HDBA Rating Totals by Day-Part — Standard Mail Diary
 Atlanta HDBA

	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	94.6	100.0	97.0	95.5	91.0	100.0
6-10 am, M-F	79.2	89.4	90.9	86.4	50.5	91.6
10 am-3 pm, M-F	56.4	44.7	75.4	63.6	78.3	88.8
3-7 pm, M-F	87.1	100.0	80.5	67.5	54.0	90.2
7 pm-Midnight, M-F	81.7	67.0	59.0	40.9	12.7	66.4
(In-Tab)	(39)	(9)	(72)	(20)	(47)	(21)

Table 56A
Cume HDBA Rating Totals by Day-part — Standard Mail Diary
 Norfolk HDBA

	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	96.8	93.3	98.6	94.8	97.7	92.0	91.4	93.7
6-10 am, M-F	87.4	80.1	93.7	77.3	85.6	82.4	79.7	79.8
10 am-3 pm, M-F	73.3	68.8	79.1	64.3	69.8	76.8	70.3	48.1
3-7 pm, M-F	78.1	78.7	72.0	81.2	79.5	76.3	86.3	81.0
7 pm-Midnight, M-F	62.6	52.6	57.0	55.8	63.3	45.9	71.5	72.2
(In-Tab)	(235)	(247)	(50)	(97)	(120)	(125)	(65)	(25)

Table 56B
Cume HDBA Rating Totals by Day-Part — Standard Mail Diary
 Norfolk HDBA

	Men					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	100.0	98.1	100.0	93.4	95.6	99.0
6-10 am, M-F	90.3	65.4	92.0	78.3	95.6	83.7
10 am-3 pm, M-F	90.3	51.9	88.1	64.2	60.1	66.4
3-7 pm, M-F	82.5	75.0	83.0	79.3	63.9	94.2
7 pm-Midnight, M-F	71.8	69.2	58.5	57.6	65.8	60.6
(In-Tab)	(13)	(16)	(13)	(46)	(19)	(19)

Table 56C
Cume HDBA Rating Totals by Day-Part — Standard Mail Diary
 Norfolk HDBA

	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	100.0	98.5	98.7	90.7	97.1	96.7
6-10 am, M-F	77.6	84.6	92.4	79.6	89.1	89.3
10 am-3 pm, M-F	79.2	78.5	70.2	74.1	61.7	75.2
3-7 pm, M-F	94.4	92.3	92.4	80.6	72.0	82.6
7 pm-Midnight, M-F	92.0	58.5	70.2	46.3	54.3	54.5
(In-Tab)	(22)	(17)	(47)	(52)	(33)	(41)

Table 57A
Cume HDBA Rating Totals by Day-part — Augmented Mail Diary
 Atlanta HDBA

	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	95.8	96.9	94.4	96.7	95.7	96.7	98.9	98.1
6-10 am, M-F	88.1	91.1	85.5	87.9	91.4	92.7	84.4	98.1
10 am-3 pm, M-F	60.4	63.3	59.8	69.7	70.1	63.7	32.2	34.3
3-7 pm, M-F	76.4	77.6	75.5	86.4	74.8	77.3	83.3	41.0
7 pm-Midnight, M-F	68.8	53.2	69.3	56.5	64.4	61.0	81.1	41.0
(In-Tab)	(389)	(113)	(103)	(42)	(202)	(63)	(84)	(8)

Table 57B
Cume HDBA Rating Totals by Day-Part — Augmented Mail Diary
 Atlanta HDBA

	Men					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	96.3	98.2	94.4	98.2	90.3	92.9
6-10 am, M-F	77.5	83.8	85.9	84.0	88.2	92.9
10 am-3 pm, M-F	70.0	83.8	53.7	77.5	55.6	48.8
3-7 pm, M-F	81.3	98.2	75.2	84.0	71.5	87.4
7 pm-Midnight, M-F	88.8	55.9	63.3	62.7	63.9	45.7
(In-Tab)	(27)	(7)	(37)	(14)	(32)	(18)

Table 57C
Cume HDBA Rating Totals by Day-Part — Augmented Mail Diary
 Atlanta HDBA

	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	97.0	97.9	98.8	98.1	96.3	93.7
6-10 am, M-F	94.6	97.9	93.3	98.1	92.6	85.3
10 am-3 pm, M-F	81.2	64.9	69.6	56.5	65.1	63.6
3-7 pm, M-F	75.7	64.9	84.2	79.9	69.3	79.7
7 pm-Midnight, M-F	78.2	64.9	65.0	70.8	67.2	44.8
(In-Tab)	(37)	(9)	(87)	(22)	(61)	(20)

Table 58A
Cume HDBA Rating Totals by Day-part — Augmented Mail Diary
Norfolk HDBA

	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	97.2	95.8	95.5	93.5	97.4	96.8	100.0	100.0
6-10 am, M-F	83.7	86.6	83.4	80.8	84.1	91.2	83.2	87.3
10 am-3 pm, M-F	65.8	72.3	64.1	66.9	69.8	83.5	59.8	40.5
3-7 pm, M-F	76.0	80.7	68.8	76.0	79.0	82.4	82.8	91.1
7 pm-Midnight, M-F	68.5	59.6	66.1	54.5	66.3	60.0	78.1	77.2
(In-Tab)	(240)	(212)	(58)	(83)	(121)	(108)	(61)	(21)

Table 58B
Cume HDBA Rating Totals by Day-Part — Augmented Mail Diary
Norfolk HDBA

	Men					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	100.0	88.5	94.9	97.2	91.8	89.4
6-10 am, M-F	100.0	55.8	79.5	97.2	79.7	77.9
10 am-3 pm, M-F	83.5	67.3	74.4	62.3	36.1	56.7
3-7 pm, M-F	92.2	76.9	76.7	87.7	33.5	68.3
7 pm-Midnight, M-F	84.5	88.5	66.5	67.9	50.6	28.8
(In-Tab)	(13)	(9)	(20)	(28)	(21)	(37)

Table 58C
Cume HDBA Rating Totals by Day-Part — Augmented Mail Diary
Norfolk HDBA

	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
6 am-Midnight, M-S	100.0	100.0	100.0	97.2	97.1	97.5
6-10 am, M-F	83.2	86.2	94.7	94.4	76.6	90.1
10 am-3 pm, M-F	75.2	87.7	61.8	81.5	78.3	76.9
3-7 pm, M-F	88.8	100.0	84.9	83.3	77.7	76.0
7 pm-Midnight, M-F	86.4	84.6	60.9	66.6	58.9	40.5
(In-Tab)	(29)	(15)	(49)	(36)	(29)	(44)

Table 59A
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Telephone Retrieval
Atlanta HDBA

Station Format (No. Stations)	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (4)	18.4	29.3	17.0	30.1	16.5	21.6	28.2	81.8
MOR Music (2)	6.2	16.5	9.6	11.3	5.5	21.7	0	0
Beautiful Music (3)	2.6	24.7	5.3	22.7	1.4	28.9	0	0
Country Music (5)	1.1	4.8	0	1.9	1.4	7.2	0	0
Black Music (4)	60.4	19.2	54.2	20.8	62.2	18.0	69.2	18.2
Religion (2)	.4	.3	0	0	.7	0	0	0
News/Talk (2)	7.2	2.1	9.6	5.7	7.6	0	0	0
Other (1)	.4	.7	0	1.9	.7	0	0	0
Total Listening' (In-Tab)	96.3 (298)	97.6 (95)	95.7 (97)	94.4 (39)	96.0 (145)	97.4 (47)	97.4 (56)	100.0 (9)

'Excludes listening to stations not qualifying for inclusion in report.

Table 59B
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Telephone Retrieval
Atlanta HDBA

Station Format (No. Stations)	Men					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (4)	27.5	60.0	5.7	35.0	28.6	0
MOR Music (4)	0	0	11.5	0	14.3	20.0
Beautiful Music (3)	0	6.7	14.3	10.0	0	60.0
Country Music (5)	0	0	0	5.0	0	0
Black Music (4)	68.9	33.3	51.4	30.0	42.9	0
Religion (2)	0	0	0	0	0	0
News/Talk (2)	0	0	8.6	0	14.3	20.0
Other (1)	0	0	0	5.0	0	0
Total Listening' (In-Tab)	96.4 (28)	100.0 (10)	91.5 (25)	85.0 (17)	100.0 (29)	100.0 (7)

'Excludes listening to stations not qualifying for inclusion in report.

Table 59C
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Telephone Retrieval
Atlanta HDBA

Station Format (No. Stations)	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (4)	27.6	64.8	16.1	38.9	3.8	0
MOR Music (4)	0	0	5.4	0	11.5	28.6
Beautiful Music (3)	2.1	5.9	0	16.7	3.8	57.1
Country Music (5)	0	0	3.6	16.7	0	5.7
Black Music (4)	68.1	17.7	60.6	27.8	61.5	8.6
Religion (2)	0	0	1.8	0	0	0
News/Talk (2)	0	0	5.4	0	15.3	0
Other (1)	0	0	1.8	0	0	0
Total Listening' (In-Tab)	97.8 (27)	88.4 (9)	94.7 (52)	100.1 (17)	95.9 (47)	100.0 (13)

'Excludes listening to stations not qualifying for inclusion in report.

Table 60A
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Telephone Retrieval
Norfolk HDBA

Station Format (No. Stations)	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (8)	4.9	39.3	7.7	39.0	2.9	30.4	0	100.0
MOR Music (2)	7.1	15.3	6.4	14.6	9.6	17.9	0	0
Beautiful Music (5)	3.5	15.7	6.4	7.3	2.0	23.3	0	0
Country Music (4)	1.8	18.3	1.3	24.4	1.9	16.1	0	0
Black Music (3)	76.6	4.0	70.5	2.4	74.1	5.4	100.0	0
Other (2)	3.7	5.8	5.1	4.8	3.8	7.1	0	0
Total Listening' (In-Tab)	97.6 (242)	97.5 (126)	97.4 (75)	92.5 (57)	94.3 (113)	100.0 (59)	100.0 (54)	100.0 (10)

'Excludes listening to stations not qualifying for inclusion in report.

Table 60B
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Telephone Retrieval
Norfolk HDBA

Station Format (No. Stations)	Men					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (8)	0	80.0	18.2	66.6	0	0
MOR Music (2)	0	10.0	4.6	0	15.0	8.3
Beautiful Music (5)	0	0	22.8	0	0	16.6
Country Music (4)	0	0	0	16.6	5.0	58.3
Black Music (3)	100.0	10.0	54.5	0	50.0	0
Other (2)	0	0	0	8.3	20.0	0
Total Listening' (In-Tab)	100.0 (8)	100.0 (8)	100.0 (20)	91.5 (20)	90.0 (36)	83.2 (18)

¹Excludes listening to stations not qualifying for inclusion in report.

Table 60C
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Telephone Retrieval
Norfolk HDBA

Station Format (No. Stations)	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (8)	0	35.6	0	80.0	9.4	0
MOR Music (2)	0	7.1	0	13.3	28.1	5.3
Beautiful Music (5)	0	35.7	0	0	3.1	31.6
Country Music (4)	0	0	0	6.7	0	42.1
Black Music (3)	100.0	14.3	100.0	0	40.7	5.3
Other (2)	0	7.1	0	0	9.4	15.8
Total Listening' (In-Tab)	100.0 (19)	99.8 (12)	100.0 (44)	100.0 (16)	90.7 (33)	100.0 (20)

¹Excludes listening to stations not qualifying for inclusion in report.

Table 61A
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Standard Mail Diary
Atlanta HDBA

Station Format (No. Stations)	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (4)	9.5	18.2	5.6	13.8	6.7	15.5	35.6	53.4
MOR Music (2)	7.6	17.6	9.6	13.9	7.7	23.3	0	0
Beautiful Music (3)	4.5	21.2	2.4	21.5	6.8	24.4	0	0
Country Music (5)	.3	14.0	0	20.0	0	11.1	2.6	0
Black Music (4)	59.9	10.7	62.4	4.6	59.0	8.9	56.5	46.7
Religion (2)	.4	.7	0	0	.5	1.1	0	0
News/Talk (2)	8.7	11.7	10.4	15.4	9.3	11.1	0	0
Other (1)	.3	.1	0	0	.5	0	0	0
Total Listening' (In-Tab)	91.1 (242)	94.2 (117)	90.4 (62)	89.2 (46)	90.5 (146)	95.4 (63)	94.7 (34)	100.0 (8)

'Excludes listening to stations not qualifying for inclusion in report.

Table 61B
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Standard Mail Diary
Atlanta HDBA

Station Format (No. Stations)	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (4)	6.1	62.5	8.0	12.9	3.5	0
MOR Music (4)	0	0	6.0	16.1	17.2	14.3
Beautiful Music (3)	0	0	2.0	42.0	0	4.8
Country Music (5)	0	0	0	3.2	0	57.1
Black Music (4)	94.0	0	70.0	9.7	27.6	0
Religion (2)	0	0	0	0	0	0
News/Talk (2)	0	12.5	6.0	3.2	24.1	19.0
Other (1)	0	0	0	0	0	0
Total Listening' (In-Tab)	100.0 (6)	75.0 (6)	92.0 (30)	87.1 (21)	72.4 (22)	95.2 (13)

'Excludes listening to stations not qualifying for inclusion in report.

Table 61C
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Standard Mail Diary
Atlanta HDBA

Station Format (No. Stations)	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (4)	12.8	38.9	9.8	26.0	1.6	2.9
MOR Music (4)	0	16.7	5.6	13.0	12.9	23.5
Beautiful Music (3)	7.7	0	5.6	34.7	4.8	29.4
Country Music (5)	0	0	0	13.0	0	20.6
Black Music (4)	71.8	38.9	67.7	0	56.4	2.9
Religion (2)	0	0	0	0	0	2.9
News/Talk (2)	2.6	0	4.2	8.6	8.1	14.7
Other (1)	0	0	0	0	0	0
Total Listening' (In-Tab)	94.9 (39)	94.5 (9)	92.9 (72)	95.3 (20)	83.8 (24)	96.9 (21)

'Excludes listening to stations not qualifying for inclusion in report.

Table 62A
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Standard Mail Diary
Norfolk HDBA

Station Format (No. Stations)	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (8)	4.9	26.3	4.0	27.7	4.1	16.1	7.0	100.0
MOR Music (2)	6.5	14.7	7.9	12.8	6.6	17.8	2.3	0
Beautiful Music (5)	4.7	19.2	4.0	10.7	6.7	27.4	0	0
Country Music (4)	2.6	25.2	4.0	29.8	1.6	24.1	0	0
Black Music (3)	74.7	1.9	73.3	2.1	71.9	1.6	86.1	0
Other (2)	3.8	8.6	5.0	10.7	4.1	8.1	0	0
Total Listening' (In-Tab)	97.2 (235)	95.0 (247)	98.2 (50)	93.8 (97)	95.0 (120)	95.1 (125)	95.4 (65)	100.0 (25)

'Excludes listening to stations not qualifying for inclusion in report.

Table 62B
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Standard Mail Diary
Norfolk HDBA

Station Format (No. Stations)	Men					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (8)	3.8	66.7	4.8	47.1	3.6	5.3
MOR Music (2)	0	16.7	14.3	11.8	7.1	5.3
Beautiful Music (5)	7.7	0	2.4	11.8	3.6	10.5
Country Music (4)	3.8	0	2.4	23.6	0	52.7
Black Music (3)	84.6	16.7	69.1	0	71.4	0
Other (2)	0	0	4.8	0	10.7	21.0
Total Listening' (In-Tab)	99.9 (13)	100.0 (16)	97.8 (13)	94.3 (46)	96.4 (19)	94.8 (19)

'Excludes listening to stations not qualifying for inclusion in report.

Table 62C
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Standard Mail Diary
Norfolk HDBA

Station Format (No. Stations)	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (8)	3.2	58.3	2.4	18.2	7.9	3.6
MOR Music (2)	0	0	4.9	9.1	13.2	21.4
Beautiful Music (5)	6.4	25.0	0	45.3	15.8	25.0
Country Music (4)	0	16.7	0	18.2	0	35.7
Black Music (3)	83.8	0	90.2	0	60.5	3.6
Other (2)	3.2	0	0	9.1	0	0
Total Listening' (In-Tab)	96.6 (22)	100.0 (17)	97.5 (47)	99.9 (52)	97.4 (37)	89.3 (41)

'Excludes listening to stations not qualifying for inclusion in report.

Table 63A
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Augmented Mail Diary
Atlanta HDBA

Station Format (No. Stations)	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (4)	12.0	20.5	10.4	16.7	8.5	16.0	31.9	90.9
MOR Music (2)	8.0	13.4	9.5	12.5	7.9	15.9	4.5	0
Beautiful Music (3)	7.0	16.0	6.4	15.6	9.0	18.1	0	0
Country Music (5)	1.4	15.4	.8	15.6	1.6	16.0	0	0
Black Music (4)	59.1	7.1	59.6	5.2	58.2	8.5	61.3	9.1
Religion (2)	.1	2.1	0	1.0	0	3.2	0	0
News/Talk (2)	6.4	8.6	8.0	9.4	6.9	8.5	0	0
Other (1)	.1	.1	0	0	0	0	0	0
Total Listening' (In-Tab)	94.1 (389)	83.2 (113)	94.7 (103)	76.0 (42)	92.1 (202)	86.2 (63)	97.7 (84)	100.0 (8)

Excludes listening to stations not qualifying for inclusion in report.

Table 63B
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Augmented Mail Diary
Atlanta HDBA

Station Format (No. Stations)	Men					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (4)	20.6	29.0	10.7	10.3	0	14.8
MOR Music (4)	2.9	6.5	7.2	2.6	21.4	22.2
Beautiful Music (3)	5.8	12.9	1.8	17.9	14.3	22.2
Country Music (5)	0	9.7	1.8	15.4	0	14.8
Black Music (4)	64.7	6.5	69.7	10.3	39.4	3.7
Religion (2)	0	0	0	0	0	3.7
News/Talk (2)	2.9	22.6	7.2	5.1	10.7	0
Other (1)	0	0	0	0	0	0
Total Listening' (In-Tab)	96.9 (27)	87.2 (7)	98.4 (37)	61.6 (14)	85.8 (32)	81.4 (18)

Excludes listening to stations not qualifying for inclusion in report.

Table 63C
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Augmented Mail Diary
Atlanta HDBA

Station Format (No. Stations)	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (4)	16.3	23.6	9.2	33.3	4.2	0
MOR Music (4)	0	0	5.2	12.1	12.8	19.2
Beautiful Music (3)	4.7	11.8	7.8	21.2	12.8	15.4
Country Music (5)	0	17.6	0	9.1	2.1	30.8
Black Music (4)	76.7	29.4	64.5	9.1	46.8	0
Religion (2)	0	0	0	0	0	11.5
News/Talk (2)	0	0	3.9	0	10.7	11.5
Other (1)	0	0	0	0	0	0
Total Listening' (In-Tab)	97.7 (37)	82.4 (9)	90.6 (87)	84.8 (22)	89.4 (61)	88.4 (20)

'Excludes listening to stations not qualifying for inclusion in report.

Table 64A
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Augmented Mail Diary
Norfolk HDBA

Station Format (No. Stations)	18+							
	Total Persons 12+		Men		Women		Teens 12-17	
	Black	Non-Black	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (8)	4.9	27.6	3.3	27.9	6.5	19.6	0	88.8
MOR Music (2)	3.2	8.9	2.2	11.7	4.1	8.3	2.6	0
Beautiful Music (5)	6.3	23.6	12.5	20.9	3.3	27.8	0	0
Country Music (4)	1.1	21.8	2.3	27.9	0	20.8	0	0
Black Music (3)	79.8	4.0	74.6	2.3	78.9	4.2	94.7	11.1
Other (2)	2.9	9.6	2.3	4.6	4.1	13.9	0	0
Total Listening' (In-Tab)	98.2 (240)	95.5 (212)	97.2 (58)	95.3 (83)	96.9 (121)	94.6 (108)	97.3 (61)	99.9 (21)

'Excludes listening to stations not qualifying for inclusion in report.

Table 64B
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Augmented Mail Diary
Norfolk HDBA

Station Format (No. Stations)	Men					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (8)	7.4	100.0	0	37.7	5.9	0
MOR Music (2)	3.7	0	3.7	18.8	0	6.7
Beautiful Music (5)	3.7	0	3.7	25.0	41.2	26.7
Country Music (4)	3.7	0	0	12.6	5.9	53.3
Black Music (3)	81.4	0	85.1	0	47.0	6.7
Other (2)	0	0	7.4	0	0	6.7
Total Listening' (In-Tab)	99.9 (13)	100.0 (9)	99.9 (20)	94.1 (28)	100.0 (21)	100.0 (37)

'Excludes listening to stations not qualifying for inclusion in report.

Table 64C
Average HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Augmented Mail Diary
Norfolk HDBA

Station Format (No. Stations)	Women					
	18-24		25-44		45-64	
	Black	Non-Black	Black	Non-Black	Black	Non-Black
Contemporary Music (8)	4.3	66.6	11.4	31.3	4.9	15.0
MOR Music (2)	0	0	4.5	6.3	4.9	5.0
Beautiful Music (5)	0	0	0	25.1	4.9	40.0
Country Music (4)	0	0	0	37.6	0	30.0
Black Music (3)	91.3	33.3	77.3	0	78.0	0
Other (2)	0	0	4.5	0	2.4	10.0
Total Listening' (In-Tab)	95.6 (29)	99.9 (15)	97.7 (49)	100.0 (36)	95.1 (29)	100.0 (44)

'Excludes listening to stations not qualifying for inclusion in report.

Table 65A
Average HDBA and Non-HDBA Ratings by Day-part — Telephone Retrieval
Atlanta Blacks

	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	16.2	18.1	14.9	17.0	17.6	20.4	14.4	15.0
6-10 am, M-F	20.4	18.4	18.4	15.6	23.5	23.8	15.6	11.9
10 am-3 pm, M-F	14.1	18.0	15.3	16.8	15.5	24.3	7.4	6.2
3-7 pm, M-F	19.7	24.7	18.4	22.7	19.7	24.1	22.6	30.0
7 pm-Midnight, M-F	9.9	10.4	9.4	11.6	10.0	7.6	10.7	14.2
(In-Tab)	(298)	(236)	(97)	(73)	(145)	(119)	(56)	(44)

Table 65B
Average HDBA and Non-HDBA Ratings by Day-Part — Telephone Retrieval
Atlanta Blacks

	Men					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	18.1	14.9	13.0	15.8	14.6	19.8
6-10 am, M-F	15.6	12.7	16.7	16.7	23.6	15.1
10 am-3 pm, M-F	21.3	14.2	10.4	17.2	16.7	18.3
3-7 pm, M-F	21.3	24.6	18.5	18.6	15.3	30.2
7 pm-Midnight, M-F	13.1	7.5	9.6	8.8	7.6	18.3
(In-Tab)	(28)	(11)	(25)	(40)	(29)	(12)

Table 65C
Average HDBA and Non-HDBA Ratings by Day-Part — Telephone Retrieval
Atlanta Blacks

	Women					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	23.3	23.9	17.0	15.8	13.8	20.9
6-10 am, M-F	20.3	19.0	24.3	18.3	28.0	28.8
10 am-3 pm, M-F	17.8	26.1	14.3	21.7	12.7	24.5
3-7 pm, M-F	32.7	30.3	17.6	21.3	10.6	21.6
7 pm-Midnight, M-F	18.3	9.9	9.4	7.1	4.2	7.9
(In-Tab)	(27)	(21)	(52)	(60)	(47)	(31)

Table 66A
**Average HDBA and Non-HDBA Ratings by Day-part — Telephone Retrieval
 Norfolk Blacks**

	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	15.8	14.8	15.8	14.2	17.2	16.0	12.5	13.8
6-10 am, M-F	18.4	17.6	15.6	18.1	24.6	20.2	9.0	10.3
10 am-3 pm, M-F	17.9	16.0	18.5	16.0	22.3	18.2	6.6	10.9
3-7 pm, M-F	20.1	13.6	18.7	11.6	20.8	14.7	21.1	15.5
7 pm-Midnight, M-F	10.3	7.5	12.6	7.0	8.6	6.9	10.2	10.3
(In-Tab)	(242)	(172)	(75)	(57)	(113)	(82)	(54)	(33)

Table 66B
**Average HDBA and Non-HDBA Ratings by Day-Part — Telephone Retrieval
 Norfolk Blacks**

	Men					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	30.1	9.0	12.5	15.5	12.7	21.6
6-10 am, M-F	17.5	7.4	15.3	19.4	15.8	32.4
10 am-3 pm, M-F	36.9	8.1	15.9	18.1	10.1	26.5
3-7 pm, M-F	42.7	3.7	13.1	18.1	12.0	10.8
7 pm-Midnight, M-F	28.2	8.1	13.6	3.9	4.4	11.8
(In-Tab)	(8)	(7)	(20)	(32)	(36)	(12)

Table 66C
**Average HDBA and Non-HDBA Ratings by Day-Part — Telephone Retrieval
 Norfolk Blacks**

	Women					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	20.0	18.3	16.4	15.1	18.3	17.8
6-10 am, M-F	20.8	19.4	25.3	20.8	28.6	23.4
10 am-3 pm, M-F	19.2	18.3	19.6	14.5	28.0	21.5
3-7 pm, M-F	27.2	14.0	21.8	13.8	18.3	17.8
7 pm-Midnight, M-F	13.6	12.9	9.3	6.3	5.7	5.6
(In-Tab)	(19)	(14)	(44)	(41)	(33)	(20)

Table 67A
Average HDBA and Non-HDBA Ratings by Day-part — Standard Mail Diary
Atlanta Blacks

	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	20.7	18.4	19.9	14.6	23.5	25.5	14.4	10.0
6-10 am, M-F	29.1	28.7	23.7	26.8	36.4	36.8	19.6	14.2
10 am-3 pm, M-F	21.4	18.4	21.8	17.3	26.4	25.5	5.6	4.2
3-7 pm, M-F	21.3	18.1	26.7	16.4	19.1	20.2	15.2	16.5
7 pm-Midnight, M-F (In-Tab)	10.6 (242)	7.8 (113)	11.8 (62)	4.0 (26)	8.2 (146)	10.5 (55)	15.6 (34)	9.2 (32)

Table 67B
Average HDBA and Non-HDBA Ratings by Day-Part — Standard Mail Diary
Atlanta Blacks

	Men					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	20.6	26.1	18.5	14.9	20.1	7.1
6-10 am, M-F	15.6	39.6	24.1	28.8	27.8	19.0
10 am-3 pm, M-F	36.3	36.6	17.0	15.3	19.4	6.3
3-7 pm, M-F	32.5	20.9	25.6	21.4	26.4	8.7
7 pm-Midnight, M-F (In-Tab)	17.5 (6)	7.5 (4)	11.5 (30)	1.9 (15)	2.8 (22)	5.6 (6)

Table 67C
Average HDBA and Non-HDBA Ratings by Day-Part — Standard Mail Diary
Atlanta Blacks

	Women					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	19.3	22.5	21.6	22.1	32.8	34.5
6-10 am, M-F	23.8	31.0	36.2	40.4	55.6	30.2
10 am-3 pm, M-F	19.8	26.1	24.9	17.1	37.6	41.0
3-7 pm, M-F	19.8	12.7	19.8	15.4	14.8	40.3
7 pm-Midnight, M-F (In-Tab)	13.9 (39)	14.8 (13)	9.4 (72)	7.5 (28)	2.6 (24)	15.1 (10)

Table 68A
**Average HDBA and Non-HDBA Ratings by Day-part — Standard Mail Diary
 Norfolk Blacks**

	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	19.6	15.4	20.5	15.8	20.0	16.7	16.8	11.5
6-10 am, M-F	27.8	21.5	30.6	20.2	30.6	26.3	16.0	13.2
10 am-3 pm, M-F	19.1	16.0	24.3	20.9	18.0	16.7	11.3	2.3
3-7 pm, M-F	21.5	19.3	21.7	21.2	19.7	15.7	25.4	23.0
7 pm-Midnight, M-F	11.7	10.4	9.7	9.5	12.9	11.6	12.5	9.8
(In-Tab)	(235)	(118)	(50)	(39)	(120)	(44)	(65)	(35)

Table 68B
**Average HDBA and Non-HDBA Ratings by Day-Part — Standard Mail Diary
 Norfolk Blacks**

	Men					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	25.2	16.9	23.9	18.7	17.7	15.7
6-10 am, M-F	31.1	19.9	38.1	26.5	29.7	18.6
10 am-3 pm, M-F	35.9	14.0	27.3	22.6	17.1	35.3
3-7 pm, M-F	28.2	21.3	21.0	23.9	21.5	24.5
7 pm-Midnight, M-F	13.6	14.7	13.1	12.3	7.0	2.0
(In-Tab)	(13)	(7)	(13)	(20)	(19)	(12)

Table 68C
**Average HDBA and Non-HDBA Ratings by Day-Part — Standard Mail Diary
 Norfolk Blacks**

	Women					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	24.8	25.8	18.2	16.4	21.7	16.8
6-10 am, M-F	27.2	25.8	29.8	34.0	34.3	27.1
10 am-3 pm, M-F	22.4	26.9	17.3	12.6	16.6	21.5
3-7 pm, M-F	27.2	25.8	20.0	19.5	18.3	8.4
7 pm-Midnight, M-F	24.0	28.0	9.3	9.4	13.1	5.6
(In-Tab)	(22)	(7)	(47)	(29)	(37)	(8)

Table 69A
Average HDBA and Non-HDBA Ratings by Day-part — Augmented Mail Diary
Atlanta Blacks

	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	20.9	20.2	20.0	16.2	23.0	26.3	16.3	14.2
6-10 am, M-F	29.6	29.8	28.0	29.5	34.3	35.9	19.3	16.5
10 am-3 pm, M-F	19.8	19.7	19.4	17.7	24.9	27.3	4.8	6.2
3-7 pm, M-F	20.3	21.0	20.3	16.8	19.5	24.8	22.6	20.8
7 pm-Midnight, M-F	14.5	10.6	15.4	10.4	13.0	9.4	16.7	13.5
(In-Tab)	(389)	(286)	(103)	(89)	(202)	(135)	(84)	(62)

Table 69B
Average HDBA and Non-HDBA Ratings by Day-Part — Augmented Mail Diary
Atlanta Blacks

	Men					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	21.3	17.9	20.7	17.2	19.4	11.9
6-10 am, M-F	21.3	23.1	32.2	28.4	25.7	31.7
10 am-3 pm, M-F	20.0	16.4	21.1	23.3	18.1	8.7
3-7 pm, M-F	20.6	20.1	21.9	22.8	21.5	7.1
7 pm-Midnight, M-F	22.5	17.2	14.1	11.2	9.7	5.6
(In-Tab)	(27)	(27)	(37)	(48)	(32)	(11)

Table 69C
Average HDBA and Non-HDBA Ratings by Day-Part — Augmented Mail Diary
Atlanta Blacks

	Women					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	21.3	21.1	23.1	23.8	24.9	23.1
6-10 am, M-F	28.7	26.1	37.1	31.3	36.5	39.2
10 am-3 pm, M-F	29.7	22.5	24.6	22.1	23.8	21.7
3-7 pm, M-F	19.3	22.5	23.4	24.2	16.4	20.3
7 pm-Midnight, M-F	14.4	10.6	10.9	12.1	14.8	8.4
(In-Tab)	(37)	(44)	(87)	(64)	(61)	(22)

Table 70A
Average HDBA and Non-HDBA Ratings by Day-part — Augmented Mail Diary
Norfolk Blacks

	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	18.3	17.9	17.6	18.1	20.3	18.7	14.8	15.5
6-10 am, M-F	24.2	26.0	24.3	25.1	27.8	31.2	15.2	16.1
10 am-3 pm, M-F	15.5	19.2	14.4	21.6	19.7	21.9	7.8	6.9
3-7 pm, M-F	20.7	22.4	18.9	21.6	22.1	22.1	20.7	24.7
7 pm-Midnight, M-F	14.5	13.2	15.0	13.0	14.5	11.5	13.7	17.2
(In-Tab)	(240)	(203)	(58)	(64)	(121)	(88)	(61)	(51)

Table 70B
Average HDBA and Non-HDBA Ratings by Day-Part — Augmented Mail Diary
Norfolk Blacks

	Men					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	26.2	20.6	15.3	18.1	10.8	16.7
6-10 am, M-F	29.1	19.9	20.5	23.9	17.7	25.5
10 am-3 pm, M-F	26.2	25.7	12.5	23.2	10.1	16.7
3-7 pm, M-F	27.2	30.1	14.8	20.0	12.0	18.6
7 pm-Midnight, M-F	24.3	16.9	9.7	11.6	8.9	14.7
(In-Tab)	(13)	(17)	(20)	(33)	(21)	(11)

Table 70C
Average HDBA and Non-HDBA Ratings by Day-Part — Augmented Mail Diary
Norfolk Blacks

	Women					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
6 am-Midnight, M-S	18.4	22.6	19.6	20.1	23.4	15.0
6-10 am, M-F	20.8	25.8	31.6	31.4	31.4	34.6
10 am-3 pm, M-F	16.8	24.7	18.2	23.3	24.6	15.9
3-7 pm, M-F	23.2	25.8	17.3	27.7	28.6	17.8
7 pm-Midnight, M-F	16.0	18.3	8.0	10.1	19.4	9.3
(In-Tab)	(29)	(23)	(49)	(36)	(29)	(25)

Table 71A
Average HDBA and Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Telephone Retrieval
Atlanta Blacks

Station Format (No. Stations)	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
Contemporary Music (4)	18.4	14.2	17.0	9.9	16.5	12.4	28.2	25.6
MOR Music (2)	6.2	8.6	9.6	17.3	5.5	8.3	0	2.6
Beautiful Music (3)	2.6	1.8	5.3	1.2	1.4	0	0	0
Country Music (5)	1.1	1.6	0	1.2	1.4	1.7	0	0
Black Music (4)	60.4	56.4	54.2	59.3	62.2	55.3	69.2	66.7
Religion (2)	.4	.5	0	0	.7	.8	0	0
News/Talk (2)	7.2	5.6	9.6	1.2	7.6	8.2	0	0
Other (1)	.4	.1	0	0	.7	0	0	0
Total Listening' (In-Tab)	96.3 (298)	88.8 (236)	95.7 (97)	90.1 (26)	96.0 (145)	86.7 (119)	97.4 (56)	94.9 (44)

'Excludes listening to stations not qualifying for inclusion in report.

Table 71B
Average HDBA and Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Telephone Retrieval
Atlanta Blacks

Station Format (No. Stations)	Men					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
Contemporary Music (4)	27.5	30.0	5.7	8.7	28.6	4.0
MOR Music (4)	0	0	11.5	8.8	14.3	20.0
Beautiful Music (3)	0	0	14.3	0	0	16.0
Country Music (5)	0	0	0	0	0	0
Black Music (4)	68.9	70.0	51.4	61.7	42.9	28.0
Religion (2)	0	0	0	0	0	0
News/Talk (2)	0	0	8.6	8.8	14.3	4.0
Other (1)	0	0	0	0	0	0
Total Listening' (In-Tab)	96.4 (28)	100.0 (11)	91.5 (25)	88.0 (40)	100.0 (29)	72.0 (12)

'Excludes listening to stations not qualifying for inclusion in report.

Table 71C
Average HDBA and Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday
Telephone Retrieval
Atlanta Blacks

Station Format (No. Stations)	Women					
	18-24		25-44		45-64	
	HDBA	Non-HDBA	HDBA	Non-HDBA	HDBA	Non-HDBA
Contemporary Music (4)	27.6	17.6	16.1	5.2	3.8	24.1
MOR Music (4)	0	0	5.4	7.9	11.5	13.8
Beautiful Music (3)	2.1	0	0	0	3.8	0
Country Music (5)	0	0	3.6	0	0	6.9
Black Music (4)	68.1	61.8	60.5	73.7	61.5	34.5
Religion (2)	0	0	1.8	0	0	3.4
News/Talk (2)	0	11.8	5.4	2.6	15.3	6.9
Other (1)	0	0	1.8	0	0	0
Total Listening' (In-Tab)	97.8 (27)	91.2 (21)	94.7 (52)	89.1 (60)	95.9 (47)	89.6 (31)

'Excludes listening to stations not qualifying for inclusion in report.

Table 72A
Average HDBA and Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Telephone Retrieval
Norfolk Blacks

Station Format (No. Stations)	18+							
	Total Persons 12+		Men		Women		Teens 12-17	
	HDBA	Non-HDBA	HDBA	Non-HDBA	HDBA	Non-HDBA	HDBA	Non-HDBA
Contemporary Music (8)	4.9	5.8	7.7	9.7	2.9	4.5	0	0
MOR Music (2)	7.1	4.0	6.4	11.5	9.6	3.1	0	0
Beautiful Music (5)	3.5	8.0	6.4	1.6	2.0	0	0	0
Country Music (4)	1.8	4.6	1.3	13.1	1.9	9.2	0	4.2
Black Music (3)	76.6	72.4	70.5	58.9	74.1	73.8	100.0	95.8
Other (2)	3.7	2.1	5.1	1.6	3.8	3.1	0	0
Total Listening' (In-Tab)	97.6 (242)	97.6 (172)	97.4 (75)	96.4 (57)	94.3 (113)	93.7 (82)	100.0 (54)	100.0 (33)

'Excludes listening to stations not qualifying for inclusion in report.

Table 72B
Average HDBA and Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday —
Telephone Retrieval
Norfolk Blacks

Station Format (No. Stations)	Men					
	18-24		25-44		45-64	
	HDBA	Non-HDBA	HDBA	Non-HDBA	HDBA	Non-HDBA
Contemporary Music (8)	0	0	18.2	16.8	0	0
MOR Music (2)	0	0	4.6	4.2	15.0	27.3
Beautiful Music (5)	0	0	22.8	0	0	4.6
Country Music (4)	0	0	0	0	5.0	22.7
Black Music (3)	100.0	100.0	54.5	62.5	50.0	36.3
Other (2)	0	0	0	0	20.0	4.6
Total Listening ¹ (In-Tab)	100.0 (8)	100.0 (7)	100.0 (20)	83.5 (32)	90.0 (36)	95.5 (12)

¹Excludes listening to stations not qualifying for inclusion in report.

Table 72C
Average HDBA and Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Telephone Retrieval
Norfolk Blacks

Station Format (No. Stations)	Women					
	18-24		25-44		45-64	
	HDBA	Non-HDBA	HDBA	Non-HDBA	HDBA	Non-HDBA
Contemporary Music (8)	0	0	0	12.5	9.4	0
MOR Music (2)	0	0	0	4.2	28.1	5.3
Beautiful Music (5)	0	0	0	0	3.1	0
Country Music (4)	0	0	0	8.3	0	15.8
Black Music (3)	100.0	100.0	100.0	70.8	40.7	57.9
Other (2)	0	0	0	4.2	9.4	5.3
Total Listening ¹ (In-Tab)	100.0 (19)	100.0 (14)	100.0 (44)	100.0 (41)	90.7 (33)	84.3 (20)

¹Excludes listening to stations not qualifying for inclusion in report.

Table 73A
Average HDBA and Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Standard Mail Diary
Atlanta Blacks

Station Format (No. Stations)	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
Contemporary Music (4)	9.5	13.8	5.6	26.2	6.7	6.6	35.6	19.2
MOR Music (2)	7.6	4.1	9.6	9.2	7.7	2.0	0	0
Beautiful Music (3)	4.5	4.1	2.4	3.9	6.8	4.6	0	0
Country Music (5)	.3	1.6	0	0	0	2.0	2.6	0
Black Music (4)	59.9	62.5	62.4	51.4	59.0	67.0	56.5	69.1
Religion (2)	.4	1.6	0	0	.5	2.7	0	0
News/Talk (2)	8.7	3.2	10.4	3.9	9.3	3.3	0	0
Other (1)	.3	0	0	0	.5	0	0	0
Total Listening' (In-Tab)	91.1 (242)	90.9 (113)	90.4 (62)	94.6 (26)	90.5 (146)	88.2 (55)	94.7 (34)	88.3 (32)

¹Excludes listening to stations not qualifying for inclusion in report.

Table 73B
Average HDBA and Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Standard Mail Diary
Atlanta Blacks

Station Format (No. Stations)	Men					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
Contemporary Music (4)	6.1	48.6	8.0	9.2	3.5	0
MOR Music (4)	0	2.9	6.0	6.3	17.2	44.4
Beautiful Music (3)	0	0	2.0	9.4	0	0
Country Music (5)	0	0	0	0	0	0
Black Music (4)	94.0	42.9	70.0	59.4	27.6	55.5
Religion (2)	0	0	0	0	0	0
News/Talk (2)	0	2.9	6.0	6.3	24.1	0
Other (1)	0	0	0	0	0	0
Total Listening' (In-Tab)	100.0 (6)	97.3 (4)	92.0 (30)	90.6 (15)	72.4 (22)	99.9 (6)

Excludes listening to stations not qualifying for inclusion in report.

Table 73C
**Average HDBA and Non-HDBA Shares by Station Format
 6 am-Midnight, Monday-Sunday — Standard Mail Diary
 Atlanta Blacks**

Station Format (No. Stations)	Women					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
Contemporary Music (4)	12.8	3.1	9.8	5.7	1.6	12.6
MOR Music (4)	0	0	5.6	3.8	12.9	2.1
Beautiful Music (3)	7.7	0	5.6	11.3	4.8	2.1
Country Music (5)	0	0	0	0	0	6.3
Black Music (4)	71.8	87.5	67.7	73.5	56.4	43.8
Religion (2)	0	0	0	3.8	0	2.1
News/Talk (2)	2.6	0	4.2	0	8.1	10.5
Other (1)	0	0	0	0	0	0
Total Listening' (In-Tab)	94.9 (39)	90.6 (13)	92.9 (72)	98.1 (28)	83.4 (61)	69.6 (22)

'Excludes listening to stations not qualifying for inclusion in report.

Table 74A
**Average HDBA and Non-HDBA Shares by Station Format
 6 am-Midnight, Monday-Sunday — Standard Mail Diary
 Norfolk Blacks**

Station Format (No. Stations)	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
Contemporary Music (8)	4.9	5.8	4.0	5.9	4.1	5.9	7.0	0
MOR Music (2)	6.5	4.0	7.9	4.4	6.6	4.4	2.3	0
Beautiful Music (5)	4.7	8.0	4.0	5.9	6.7	11.8	0	0
Country Music (4)	2.6	4.6	4.0	10.3	1.6	0	0	0
Black Music (3)	74.7	72.4	73.3	63.2	71.9	73.6	86.1	100.0
Other (2)	3.8	2.1	5.0	2.9	4.1	1.5	0	0
Total Listening' (In-Tab)	97.2 (235)	96.9 (118)	98.2 (50)	92.6 (39)	95.0 (120)	97.2 (44)	95.4 (65)	100.0 (35)

'Excludes listening to stations not qualifying for inclusion in report.

Table 74B
**Average HDBA and Non-HDBA Shares by Station Format
 6 am-Midnight, Monday-Sunday — Standard Mail Diary
 Norfolk Blacks**

Station Format (No. Stations)	Men					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
Contemporary Music (8)	3.8	13.0	4.8	3.4	3.6	0
MOR Music (2)	0	8.7	14.3	3.4	7.1	0
Beautiful Music (5)	7.7	0	2.4	3.4	3.6	18.8
Country Music (4)	3.8	0	2.4	6.8	0	37.6
Black Music (3)	84.6	60.8	69.1	75.8	71.4	43.6
Other (2)	0	8.7	4.8	0	10.7	0
Total Listening' (In-Tab)	99.9 (13)	91.2 (7)	97.8 (13)	92.8 (20)	96.4 (19)	100.0 (12)

'Excludes listening to stations not qualifying for inclusion in report.

Table 74C
**Average HDBA and Non-HDBA Shares by Station Format
 6 am-Midnight, Monday-Sunday — Standard Mail Diary
 Norfolk Blacks**

Station Format (No. Stations)	Women					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
Contemporary Music (8)	3.2	4.2	2.4	11.4	7.9	0
MOR Music (2)	0	0	4.9	7.6	13.2	5.5
Beautiful Music (5)	6.4	0	0	11.4	15.8	27.7
Country Music (4)	0	0	0	0	0	0
Black Music (3)	83.8	95.8	90.2	65.3	60.5	55.4
Other (2)	3.2	0	0	0	0	5.5
Total Listening' (In-Tab)	96.6 (22)	100.0 (7)	97.5 (47)	95.7 (29)	97.4 (37)	94.1 (8)

'Excludes listening to stations not qualifying for inclusion in report.

Table 75A
Average HDBA and Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Augmented Mail Diary
Atlanta Blacks

Station Format (No. Stations)	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
Contemporary Music (4)	12.0	10.5	10.4	10.7	8.5	7.0	31.9	21.6
MOR Music (2)	8.0	6.8	9.5	7.2	7.9	7.7	4.5	2.7
Beautiful Music (3)	7.0	4.1	6.4	4.8	9.0	4.5	0	0
Country Music (5)	1.4	.7	.8	1.2	1.6	0	0	0
Black Music (4)	59.1	51.5	59.6	51.2	58.2	49.3	61.3	62.1
Religion (2)	.1	.2	0	0	0	0	0	0
News/Talk (2)	6.4	1.8	8.0	4.8	6.9	.6	0	0
Other (1)	.1	.1	0	0	0	0	0	0
Total Listening ¹ (In-Tab)	94.1 (389)	74.9 (286)	94.7 (103)	79.9 (89)	92.1 (202)	69.1 (135)	97.7 (84)	84.4 (62)

¹Excludes listening to stations not qualifying for inclusion in report.

Table 75B
Average HDBA and Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Augmented Mail Diary
Atlanta Blacks

Station Format (No. Stations)	Men					
	18-24		25-44		45-64	
	HDBA	Non- HDBA	HDBA	Non- HDBA	HDBA	Non- HDBA
Contemporary Music (4)	20.6	16.7	10.7	10.8	0	6.7
MOR Music (4)	2.9	0	7.2	5.4	21.4	6.7
Beautiful Music (3)	5.8	0	1.8	10.8	14.3	0
Country Music (5)	0	0	1.8	2.7	0	0
Black Music (4)	64.7	54.2	69.7	56.7	39.4	26.7
Religion (2)	0	0	0	0	0	0
News/Talk (2)	2.9	0	7.2	0	10.7	26.7
Other (1)	0	0	0	0	0	0
Total Listening ¹ (In-Tab)	96.9 (27)	70.9 (27)	98.4 (37)	86.4 (48)	85.8 (32)	66.8 (11)

¹Excludes listening to stations not qualifying for inclusion in report.

Table 75C
Average HDBA and Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Augmented Mail Diary
Atlanta Blacks

Station Format (No. Stations)	Women					
	18-24		25-44		45-64	
	HDBA	Non-HDBA	HDBA	Non-HDBA	HDBA	Non-HDBA
Contemporary Music (4)	16.3	19.9	9.2	5.3	4.2	9.1
MOR Music (4)	0	0	5.2	5.3	12.8	24.2
Beautiful Music (3)	4.7	3.3	7.8	5.3	12.8	9.1
Country Music (5)	0	0	0	0	2.1	0
Black Music (4)	76.7	70.0	64.5	66.8	46.8	24.2
Religion (2)	0	0	0	0	0	0
News/Talk (2)	0	0	3.9	0	10.7	3.0
Other (1)	0	0	0	0	0	0
Total Listening' (In-Tab)	97.7 (37)	93.2 (44)	90.6 (87)	82.7 (64)	89.4 (61)	69.6 (22)

¹Excludes listening to stations not qualifying for inclusion in report.

Table 76A
Average HDBA and Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Augmented Mail Diary
Norfolk Blacks

Station Format (No. Stations)	18 +							
	Total Persons 12 +		Men		Women		Teens 12-17	
	HDBA	Non-HDBA	HDBA	Non-HDBA	HDBA	Non-HDBA	HDBA	Non-HDBA
Contemporary Music (8)	4.9	10.5	3.3	12.9	6.5	6.5	0	11.1
MOR Music (2)	3.2	7.8	2.2	11.6	4.1	5.3	2.6	3.7
Beautiful Music (5)	6.3	3.2	12.5	5.1	3.3	1.3	0	0
Country Music (4)	1.1	1.5	2.3	2.6	0	0	0	0
Black Music (3)	79.8	71.2	74.6	65.4	78.9	75.0	94.7	77.7
Other (2)	2.9	2.9	2.3	0	4.1	5.3	0	3.7
Total Listening' (In-Tab)	98.2 (240)	97.1 (203)	97.2 (58)	97.6 (64)	96.9 (121)	93.4 (88)	97.3 (61)	96.2 (51)

¹Excludes listening to stations not qualifying for inclusion in report.

Table 76B
Average HDBA and Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Augmented Mail Diary
Norfolk Blacks

Station Format (No. Stations)	Men					
	18-24		25-44		45-64	
	HDBA	Non-HDBA	HDBA	Non-HDBA	HDBA	Non-HDBA
Contemporary Music (8)	7.4	32.2	0	3.6	5.9	0
MOR Music (2)	3.7	0	3.7	17.9	0	0
Beautiful Music (5)	3.7	0	3.7	14.3	41.2	0
Country Music (4)	3.7	0	0	7.1	5.9	0
Black Music (3)	81.4	67.9	85.1	53.6	47.0	94.1
Other (2)	0	0	7.4	0	0	0
Total Listening ¹ (In-Tab)	99.9 (13)	100.0 (17)	99.9 (20)	96.5 (33)	100.0 (21)	94.1 (11)

¹Excludes listening to stations not qualifying for inclusion in report.

Table 76C
Average HDBA and Non-HDBA Shares by Station Format
6 am-Midnight, Monday-Sunday — Augmented Mail Diary
Norfolk Blacks

Station Format (No. Stations)	Women					
	18-24		25-44		45-64	
	HDBA	Non-HDBA	HDBA	Non-HDBA	HDBA	Non-HDBA
Contemporary Music (8)	4.3	0	11.4	12.6	4.9	6.3
MOR Music (2)	0	0	4.5	3.1	4.9	0
Beautiful Music (5)	0	4.8	0	0	4.9	0
Country Music (4)	0	0	0	0	0	0
Black Music (3)	91.3	90.4	77.3	78.2	78.0	81.3
Other (2)	0	0	4.5	3.1	2.4	6.3
Total Listening ¹ (In-Tab)	95.6 (29)	95.2 (23)	97.7 (49)	97.0 (36)	95.1 (29)	93.9 (25)

¹Excludes listening to stations not qualifying for inclusion in report.

Appendix B

Methodology

THE BLACK ETHNIC PROCEDURES STUDY

- Test Areas:** Metros of Atlanta and Norfolk-Portsmouth-Newport News-Hampton
- Survey Dates:** October/November 1977 Radio Survey (Oct. 20–Nov.16)
- Test Samples:** Two test samples of listed households were drawn in each metro independent of the standard market report samples. Additional ESF samples were drawn and combined with the listed samples. Total in-tab test diaries numbered 3,740 (Atlanta 1,859 and Norfolk 1,881).
- Control Samples:** Standard October/November 1977 radio sample. For test purposes only, an additional sample of listed and ESF households was combined with the standard households to increase overall sample size while including ESF in the correct proportions. Total in-tab control diaries numbered 3,649 (Atlanta 2,205 and Norfolk 1,444).
- Test Variables:**
- (a) Measurement method
 - (b) Response level
 - (c) Race/Nationality
- Test Instrument:** Standard Arbitron radio diary
- Field Procedures:** In the first test group, mail diaries were sent to all HDBA households and to all non-HDBA homes identified as black. All others (non-HDBA, non-black) were interviewed by telephone retrieval. Standard placement procedures were followed.
- In the second test group, mail diaries were placed in all HDBA and black non-HDBA homes using special augmented procedures (see below). All other homes were cancelled.

Test Samples with Reversed Standard Procedures Atlanta and Norfolk

	Listed		ESF	
	Mail (HDBA)	TR(Non-HDBA)	Mail (HDBA)	TR(Non-HDBA)
Coordinator incentives	Yes	Yes	Yes	Yes
Interviewer incentives	No	No	No	No
Placement interview	Std. (Mail)	Std.	Std. ¹	Std. ¹
Ask telephone status?	No	No	No	No
Diary	Std. (Mail)	—	Std. (Mail)	—
Premium enclosed?	50¢/ person	—	\$1.00/ person	—
Letters				
Preplacement	Yes	Yes	No	No
Consenter	Yes	No	Yes	No
Follow-up	toll only	No	Yes	No
Premium enclosed?	No	No	No	No
Ethnic Letter	No	Yes	No	Yes
Premium	No	50¢ ² / person	No	50¢ ² / person
Follow-up Calls				
Pre-survey	Yes	No	No	No
Midweek	non-toll only	—	Yes	—
Post-survey	No	—	No	—
Transfer Home-Special Call	No	Yes	No	Yes

¹Premium must *not* be mentioned to ESF homes during the placement interview.

²Minimum \$1.00 per household.

Augmented Mail-Diary Procedures Atlanta and Norfolk

	Mail (HDBA + Transfers)	
	Listed	ESF
Coordinator incentives	Yes	Yes
Interviewer incentives	Yes	Yes
Placement interview	Std. (Mail)	Std. ¹
Ask telephone status?	No	No
Diary	Std.	Std.
Premium enclosed?	\$1.00/person	\$1.00/person
Letters		
Preplacement	Yes	No
Consenter	Yes	Yes
Follow-up	Yes	Yes
Premium enclosed?	\$1.00/home	\$1.00/home
Follow-up calls		
Pre-survey	Yes	No
Midweek	No	Yes
Post survey	Yes	Yes

¹Premium must *not* be mentioned to ESF homes during the placement interview.

STATION CLASSIFICATION BY PROGRAM FORMAT

Stations were sorted into categories with the aid of *Programming Profiles* (Fall 1977), the 1977 *Broadcasting Yearbook*, and Arbitron's sales staff whose territories included the test markets. A minimum of two stations with similar format became a separate category, with all stations not fitting a category lumped under "other".

Because format definitions sometimes overlap, the sorting rules used in this report are explained for several of the more nebulous categories. A station had to program a format at least 50% of the broadcast day to be so classified:

Contemporary Music includes "Rock and Roll" formats of all types — progressive rock, "Golden Oldies," adult contemporary, etc.

Beautiful Music stations program mostly soft, instrumental music with a minimum of talk. Commercials are often aired in clusters every 15 minutes or so.

MOR Music implies the "Middle-Of-the-Road" format, incorporating standard tunes (mostly vocals), features, news/weather, and "personality" announcers.

Black Music formats include "Rhythm and Blues" and "Soul". Jazz and Gospel were also counted if mixed with either of the other two music types.

Those stations qualifying for inclusion in the standard radio market reports were manually qualified in the test reports so direct comparisons could be made. They are shown below by format category for each of the four test markets.

	Atlanta	Norfolk		Atlanta	Norfolk
Contemporary Music	WKLS	WBCI	Country Music	WACX	WCMS
	WQXI	WGH		WBIE	WCMS-FM
	WQXI-FM	WMYK		WCHK	WHNE
	WZGC	WNOR		WCHK-FM	WYVA
		WNOR-FM		WPLO	
MOR Music	WLTA WSB	WQRK	Black Music	WAOK	WOWI
		WVAB		WIGO	WPCE
		WZAM		WVEE	WRAP
		WTAR		WXAP	
		WVEC			
Beautiful Music	WIIN WPCH WSB-FM	WCPK	Religion	WTJH	
		WFOG		WYNX	
		WFOG-FM			
		WKEZ-FM	News/Talk	WGST	
		WVHR		WRNG	
			Other	WCOB	WGH-FM WXRI

Appendix C

Glossary

Area of Dominant Influence (ADI). Arbitron Television's exclusive geographic area which defines each television market as a collection of counties on the basis of measurable viewing patterns. Every county in the United States (exclusive of Alaska and Hawaii) is allocated exclusively to one ADI.

Augmentation. An increase in the usual survey effort for obtaining diary response. Interviewer incentives, follow-up premiums and telephone calls, and larger diary premiums were used to increase mail diary response in the Black Ethnic Procedures Study augmented sample.

Average quarter-hour estimate. An estimate of audience size during an average 15-minute time period within a specific day-part. To be eligible for the calculation, each diary entry must be at least five minutes in duration.

Consent Rate. The percent of all residences in the original sample agreeing to participate in a survey.

Cume (cumulative) estimate. An estimate of the number of *different* persons who listened to radio for at least five minutes during a specific day-part. Also referred to as "unduplicated" audience or "reach."

Diary. A survey measuring instrument in which the respondent records his or her radio listening activity. Arbitron uses one-week individual diaries. Bilingual (Spanish-English) diaries are provided to persons in a mail diary sample requesting a Spanish-language diary, and to *all* persons in a PPR sample.

Ethnic. As employed by Arbitron, a reference to the black and Hispanic segments of the population.

Expanded Sample Frame (ESF). This technique is employed in the Metro Survey Area of certain markets 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 outside the metro have been eliminated. From this list, supplied by Metromail, a sample of households is drawn through the use of a systematic interval technique.

High-Density Black Area (HDBA). In general, an area composed of Zip Codes with a black population of 35% or more, located within a county where the black population is at least 10%. The metro population must also be at least 10% black. The basis for these percentage estimates is the 1970 census.

High-Density Hispanic Area (HDSA). In general, an area composed of contiguous Zip Codes with a Hispanic population of 35% or more, located within a county where the Hispanic population is at least 10%. The metro population must also be at least 10% Hispanic. The basis for these percentage estimates is the 1970 Census.

Instrument. The device with which a survey measurement is taken. In an Arbitron Radio survey, the measuring instrument is a seven-day diary.

Metro Survey Area (MSA). Metro Survey Areas generally correspond to Standard Metropolitan Statistical Areas (SMSA's) as defined by the U.S. government's Office of Management and Budget (OMB), subject to exceptions dictated by historical industry usage and other marketing considerations.

Non-response bias. The condition in which a returned sample does not match the population on one or more characteristics as a result of not obtaining records from every respondent in the sample.

Population. The actual group of persons, households, etc. from which a sample is drawn. See *universe*.

Personal Placement and Retrieval (PPR). A special survey technique used by Arbitron in heavily-Hispanic areas to assure an adequate response. In brief, the procedure provides for personal delivery and pick-up of the diaries.

Rating. The listening audience expressed as a percentage of the universe.

Response bias. The condition in which a returned sample does not match the population on one or more characteristics because the survey instrument does not properly measure those characteristics.

Response rate. The percent of all persons in the original sample who returned a usable diary.

Return rate. The percent of all persons consenting to participate in the survey who actually returned a usable diary.

Sample frame. A list of persons, households, etc. from which a sample is drawn.

Sample frame bias. A distortion in a sample frame causing it to be unrepresentative of the population.

Sampling error. A numerical range around a survey estimate within which one can be confident (at a specified percentage level) that the true population value would fall if a complete census of the survey area had been taken.

Share. The percent of the total average quarter-hour audience listening to a specific station.

Statistical significance. A term meaning that a difference between measurements taken from two samples is not likely to have occurred as a result of sampling error. The likelihood that the difference did not result from sample error (the "confidence level") is always specified — in this study, 95.5%.

Telephone Retrieval (TR). A special survey

technique used by Arbitron in heavily-black areas to assure an adequate response. In brief, the procedure consists of daily telephone calls placed by an interviewer to the respondent to obtain each day's radio listening activity. The interviewer completes and returns the diary.

Total Survey Area (TSA). A geographic area

that includes the Metro Survey Area plus certain counties outside the MSA.

Universe. A theoretically specified group of persons, households, etc.

Weighting. The statistical adjustment of sample-obtained data, performed so that an unrepresentative returned sample is made to more nearly represent the population from which it was drawn.

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