

ARBITRON RATINGS
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MADELEINE H. SCHREIBER
Manager
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*File
Ethnic*

January 22, 1986

To: All Representative and Network Researchers
Re: Fall 1985 -- Population Estimates and
Tabulated Diaries by Sampling Unit

*↑
already
exists*

Effective with the Fall 1985 survey, the format for reporting population and in-tab data for counties with High Density Areas was revised. I'm writing to you now because the revision was not done properly in three markets: San Francisco, San Jose, and St. Louis.

For Fall 1985, in addition to alphabetizing the counties by reporting area (Metro, TSA then ADI), we began to report population and in-tab data by whole counties and geographic splits. Previously we reported population and in-tab by "sampling units" which could contain more than one county or be a HDA portion of a county. In other words, the change is to collapse the ethnic and non-ethnic portions of each county that has HDAs and report whole counties.

One reason for the move from reporting sampling units to reporting whole counties was the misconception that the population and in-tab reported for a HDA part of a county showed ethnic data, only. In fact, the population and in-tab were shown for all persons in the geographic area.

We have added a table to the Population and In-tab page in the local market books which shows the total and ethnic in-tab and population for all HDAs in the metro as one unit. The table is entitled "Metro Combined High Density Ethnic Area(s)."

Here is a recap of the changes.

POPULATION AND TABULATED DIARIES

<u>Previous Format</u>	<u>Revised Format</u>
1. Sampling units shown: included county clusters; counties with HDAs; non-ethnic portions of counties (balance).	1. Whole counties alone or geographic splits (such as East-West, North-South). I.E., each county is now shown separately.
2. Sampling units listed randomly by Metro, TSA, ADI.	2. Sampling units listed alphabetically by Metro, TSA, ADI.
3. Population and in-tab shown by sampling unit -- clusters, etc.	3. Population and in-tab shown by whole county or geographic split.
4. Portion of county identified as HDA or Balance next to county name.	4. Counties identified as HDA Black or Hispanic by column on Pop and In-Tab page.
5. Ethnic population and in-tab shown for <u>metro</u> on page 5B.	5. Ethnic population and in-tab shown for Metro on page 5B. <u>New</u> Ethnic population and in-tab shown for HDAs on page 2B.

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The Population and Tabulated Diary data for the collapsed, whole counties in the San Francisco, San Jose, and St. Louis should have been as shown below.

	<u>Population</u>	<u>In-Tab</u>	<u>HDA</u> <u>Blk/Hisp</u>	
<u>San Francisco-Metro</u>				
Alameda West	900,500	606	B	H
Contra Costa East	64,700	62		H
San Francisco	620,300	304	B	H
San Mateo	531,400	340		H
Santa Clara West	1,111,600	1,488		H
Santa Cruz	189,600	204		H
 <u>San Jose-TSA</u>				
Alameda West	900,500	606	B	H
 <u>St. Louis-Metro</u>				
St. Clair	212,300	246	B	
St. Louis County	817,900	724	B	
St. Louis City	357,500	334	B	

Please make a note of these data in your books for these markets.

If you have any questions about the change or the data above, please feel free to contact me.

Sincerely,



MHS/wp

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