

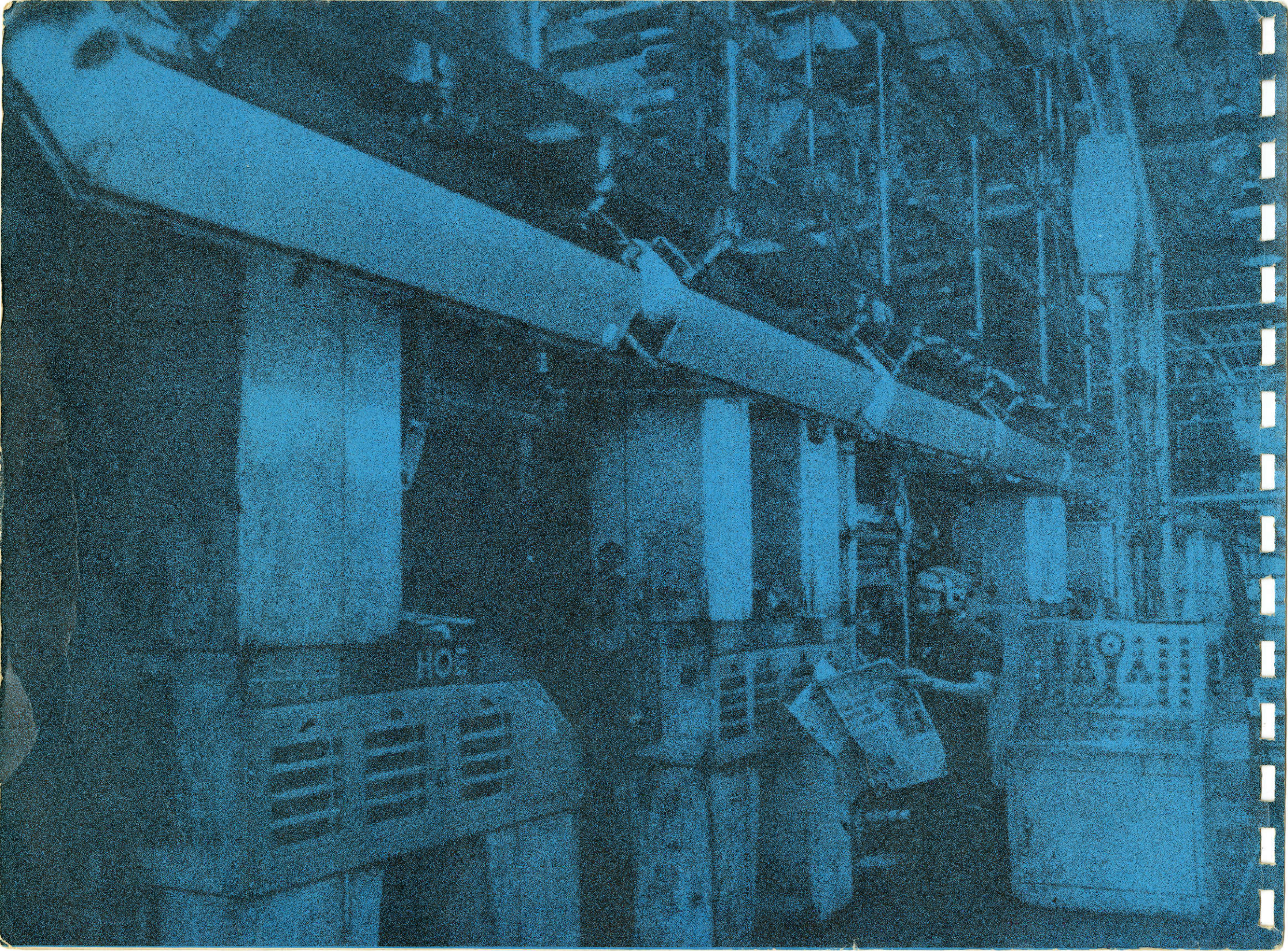
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SAN ANTONIO NEWSPAPER READERS

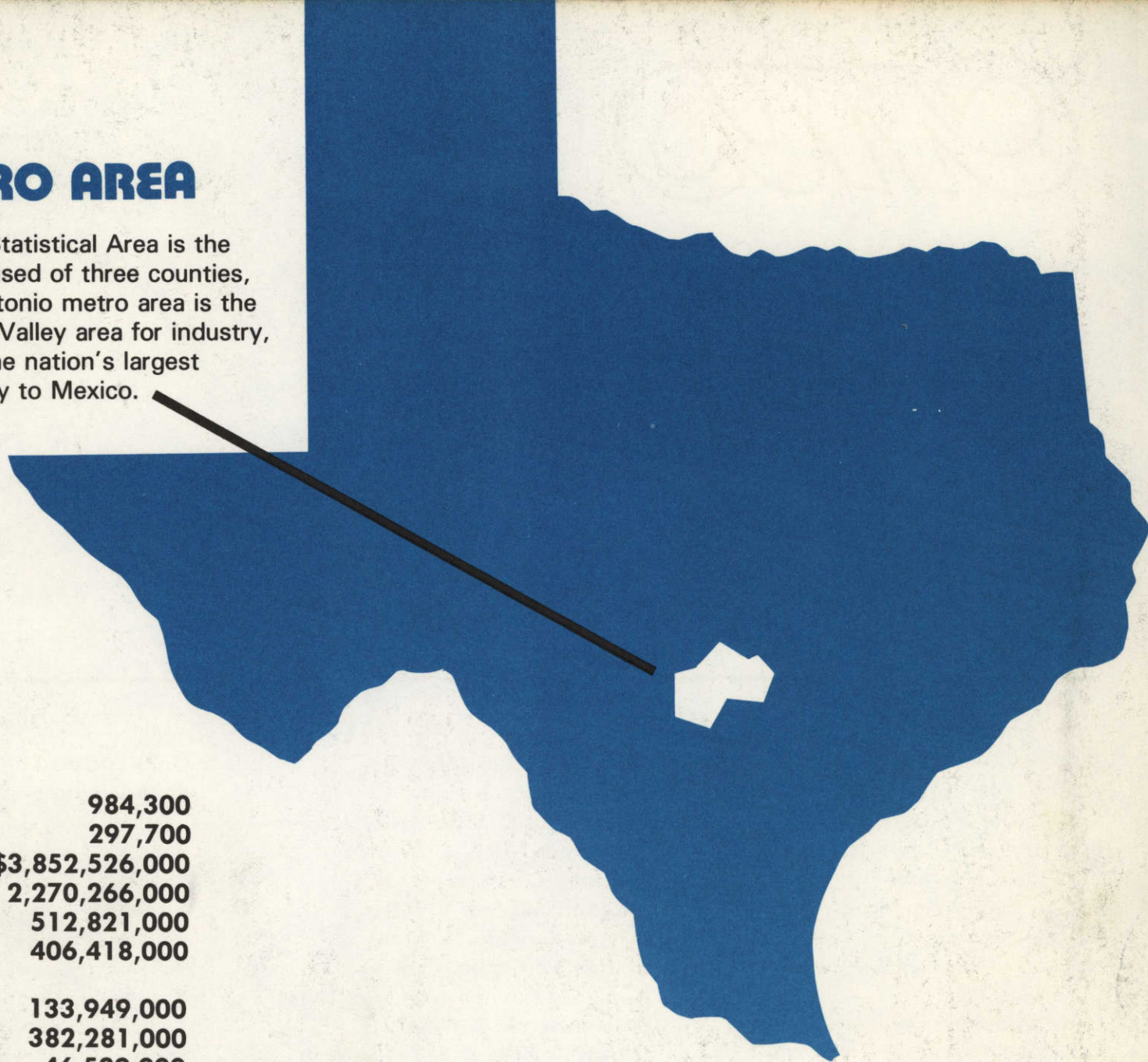


BELDEN ASSOCIATES
CONTINUING MARKETING STUDY NOV. '75



SAN ANTONIO METRO AREA

The San Antonio Standard Metropolitan Statistical Area is the third largest in the state of Texas. Comprised of three counties, Bexar, Guadalupe and Comal, the San Antonio metro area is the hub of the large South Texas-Rio Grande Valley area for industry, transportation and retailing. It is one of the nation's largest military centers and an important gateway to Mexico.



Population	984,300
Households	297,700
Effective Buying Income	\$3,852,526,000
Total Retail Sales	2,270,266,000
Food	512,821,000
General Merchandise	406,418,000
Home Furnishings &	
Appliances	133,949,000
Automotive	382,281,000
Drug	46,529,000

Source: Sales Management 1975 Survey of Buying Power



Belden Associates has been conducting the Continuing Market Study for newspaper clients since 1964.

This is a continuous data gathering system which provides constantly updated measurements of a newspaper's audience characteristics, market, coverage and readership. The research is independently conducted by Belden Associates and meets all requirements of ARF, NAB, ABC and AAAA.

Number of interviews: 807

Persons interviewed: Adults 18 and over

Date of interviews: July-August, 1975

Area: Bexar, Guadalupe & Comal counties (San Antonio SMSA)

Technical Appendix: Supplied by the San Antonio Light upon request.



A PARTIAL LIST OF CLIENTS USING BELDEN ASSOCIATES SERVICES:

Albany Times-Union
Atlanta Journal & Constitution
Batten, Barton, Durstine & Osborne
Birmingham News & Post-Herald
Blue Cross Blue Shield
Boston Herald American
Buffalo Evening News
Charlotte Observer & News
Cincinnati Post
Cleveland Plain Dealer
Coca Cola
Dallas Morning News
Dayton Journal Herald & News
Exxon Co.
Federal Reserve Bank of Dallas
Ford Motor Co.

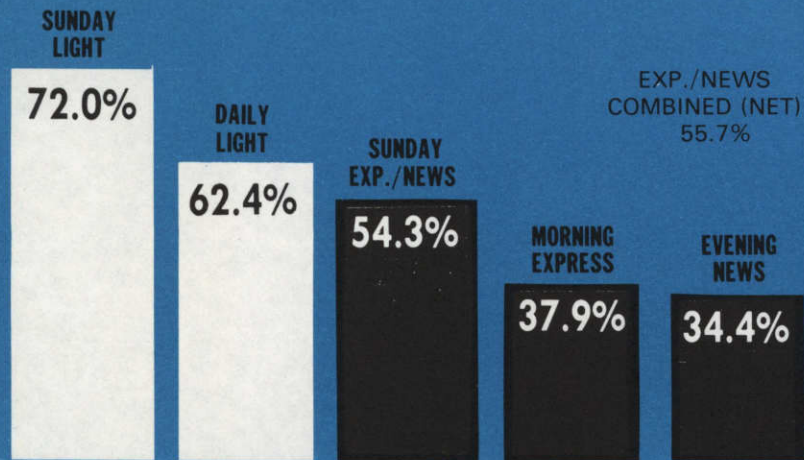
Fort Worth Star-Telegram
Gardner Advertising
Glenn, Bozell & Jacobs Advertising
Goodyear Tire & Rubber Co.
Houston Chronicle
Indianapolis Star & News
Kansas City Star & Times
Kennecott Copper Corp.
Louisville Courier-Journal & Times
Miami Herald & News
Nashville Banner & Tennessean
Neiman-Marcus
Newark Star-Ledger
New Orleans Times-Picayune
& States-Item
Pet, Inc.

Quaker Oats Co.
Philadelphia Evening & Sunday
Bulletin
Republic Natl. Bank of Dallas
Richmond Times-Dispatch & News
Leader
Sacramento Bee
Safeway Stores
San Antonio Light
San Jose Mercury & News
Seattle Post-Intelligencer
State Bar of Texas
Texas Tourist Development Agency
Tulsa World & Tribune
Washington Star
Winston-Salem Journal & Sentinel

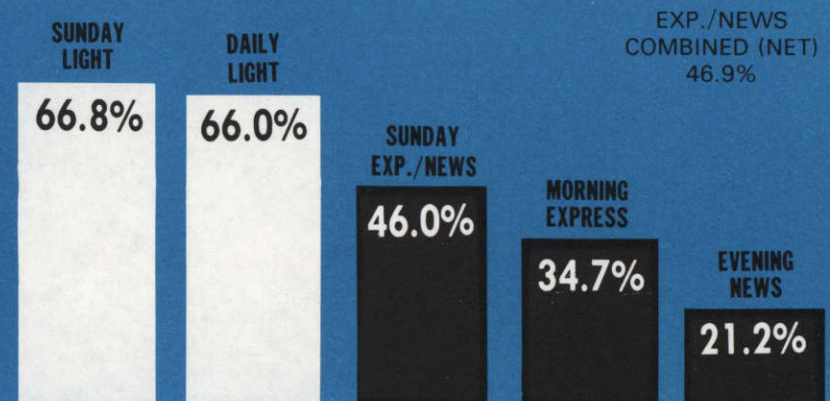
BELDEN ASSOCIATES

HISTORICAL COMPARISONS

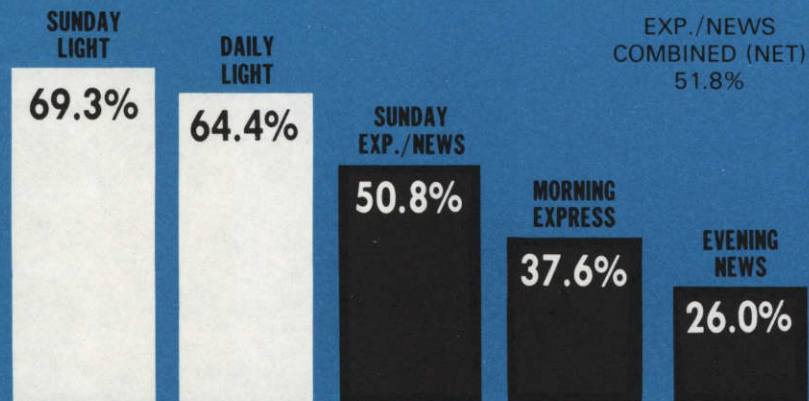
Survey after survey establishes The Light's lead in readership over the combined net for both the Express and News. Similar results were obtained in 1968 by Sindlinger & Associates, in both 1971 and 1974 by The Pulse, Inc., in 1973 by MARC and in this current 1975 survey by Belden Associates. Percentage figures for total daily newspaper readership are shown below.



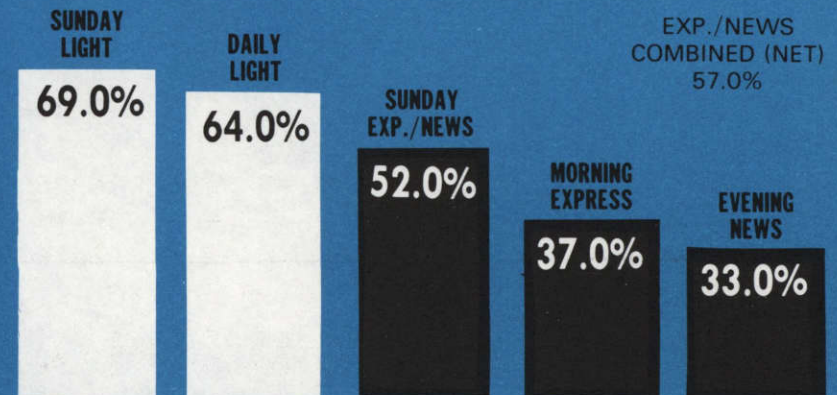
BELDEN 1975



PULSE (AVG. 1974-71)



M/A/R/C/ 1973



SINDLINGER 1968



SAN ANTONIO NEWSPAPER READERS

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1. The interviewer lists in a systematic order the names of all adults in the household who are at home at the time of the interview, or who reside in the household (if call-backs are used).
2. A random selection pattern, printed on the back of the questionnaire, (out of sight when the listing is made) pre-determines which person listed is to be interviewed:
 - a. If only one adult is listed, that adult is always the respondent.
 - b. If two adults are listed, both have a 50 percent chance of selection.
 - c. If three adults are listed, each has a 33-1/3 percent chance of selection.
 - d. If four adults are listed, each has a 25 percent chance of selection.
 - e. In the rare instances in which more than four adults are listed, that household is treated as if it has four persons eligible to be interviewed.

Experience with most respondent selection systems has shown that it is necessary to over-sample men relative to women in order to draw them into the sample in more nearly correct proportion. To do this, the probability system for selecting respondents is designed such that men are listed first and the top lines in the selection boxes are favored.

Representing the Not-at-Homes

Representation of persons difficult to find at home is accomplished through one of two methods: "time-at-home" weighting, or call-backs.

1. "Time-at-Home" Weighting.

This weighting procedure eliminates the need for call-backs, and also solves the problem of bias due to correlation of activity (such as newspaper reading) one day with being home the following day for an interview. It rests on the assumption that everyone has some "probability" greater than zero of being at home at the particular time the interviewer calls. This "probability" is the proportion of time during interviewing hours that the respondent is home. His chance of being interviewed if selected in the sample is this probability.*

The particular technique used in Continuing Market Studies was developed and tested by Jerome D. Greene of Marketmath, Inc., and his former colleague, Robert Weller. In this method, the respondent makes a frankly subjective estimate of the proportion of time he is away from home during the interviewing span (such as 5 to 9:30 p.m. on weekdays). It turns out,

*The method was first described by Alfred Politz and W. R. Simmons in the Journal of the American Statistical Association, Vol. 44, No. 245, March 1949. It was the subject of a formal test by the Advertising Research Foundation, described in its report, "A Comparison of Estimates from the Nights-at-Home Formula with Estimates from Six Calls, 1961."

for example, that a person's "subjective" judgment that he is away from home 50 percent of the time is a better classifier of that person in terms of his chances of being home than the more "objective" criteria of number of nights home at this time, out of the last several nights. Given a respondent's estimate of the proportion of time not home, the complement is used as an estimate of that person's at-home probability.

2. Call-backs.

In samples employing call-backs, interviewers must make a maximum of three calls (one original and two call-backs) to complete the interview with a selected respondent.

Completion Rates

Completion rates in CMS are determined by this method: (1) the total number of dwellings called on is adjusted for vacant dwellings (and adults not at home in those markets where "at homeness" weights are applied, as discussed in further paragraphs). (2) The adjusted sample frame obtained in Step "1" is then divided into the total interviews completed. Using this system, Continuing Market Studies usually achieve about a 70 percent completion rate.

INTERVIEWING

All data are collected through face-to-face interviews in the home. No telephone or self-administered interviews are permitted. To reflect possible variations in consumer behavior by day of the week, interviewing is spread out Tuesday through Saturday (thus representing Monday-through-Friday "yesterday" newspaper exposure). To improve the chances of finding all types of people at home, interviewing is conducted approximately between 5:00 and 9:30 p.m. on weekdays and noon to 4:30 p.m. on Saturdays. In some markets, interviews are accumulated on a monthly basis throughout the year.

The interviewers are local residents, carefully recruited and trained by Belden Associates. A complete manual of instructions is prepared for each phase of the study, including detailed directions for finding respondents and asking each question. These manuals serve as a text during a training session held by our supervisors from the home office. Every interviewer is required to go through this personal training and to attend annual retraining sessions. Early work of each interviewer is checked on the spot and continuous monitoring is exercised both through a local supervisor and by long distance from Dallas.

The questionnaire used by the interviewers is the product of meticulous planning between our staff and the newspaper's research personnel. Every question is pretested in a series of actual interviews. Every attempt is made to hold the questionnaire to a reasonable length; all Continuing Market Study interviews last less than an hour, most averaging twenty-five to forty-five minutes. (See "The Study in Brief" for the length of the interview for this particular survey.) In markets with large Spanish-speaking populations, questionnaires are prepared in both English and Spanish, and bilingual interviewers are used.

Questions used to measure the newspaper audience have been the subject of particular care, both in meeting national data bank standards and in their mechanical design to improve interviewer handling. In general, the series of questions on newspaper reading follow this sequence:

1. Whether the respondent ever read the paper in question.
2. Whether he happens to have read a weekday copy during the past seven days.
3. Not counting today, when was the last time he read the paper.

Only those replying that they read the newspaper the day before are counted as part of the daily audience.

VERIFICATION

A systematic selection of 20 percent of each interviewer's questionnaires is used for verification. A short questionnaire is prepared which in effect repeats key questions selected from the original questionnaire and verifies certain procedures. For each completed interview, the interviewer fills in and signs a Verification Certificate. On the certificate she records information such as the time the interview starts and stops, where it is conducted, and the language used.

A verifier -- never a regular interviewer -- re-interviews the selected respondents by telephone. Households without telephones and those outside the city exchange system of the central city in the market area are sent letters that contain the same questions.

Whenever the verification indicates abnormalities, 100 percent of that interviewer's work is then verified. All unsatisfactory work is replaced.

DATA PROCESSING

Our research staff, under the direction of the project director, checks in the interviewer's work daily as it is received. Detailed quality control procedures are prepared to check performance in the field in the selection of households and individuals, in the handling of each question, and over-all efficiency. Work which does not meet the required standards is reassigned to another interviewer either to be corrected or to be replaced completely.

Editing and Coding

Editing and coding of questionnaires is systematic. Instructions are in writing and are used uniformly by all workers in the office, following a training conference. They edit for form, completeness, and logic of replies. The data processing supervisor systematically checks the work of each editor-coder for accuracy and comparability of work among all involved.

Codes for any open-ended questions are formulated from a random sampling of questionnaires and put through an actual coding trial run before the project director approves them for coding all questionnaires. All codes are discussed with coders to insure thorough understanding.

Editing and coding of all questionnaires are completed before any weighting is done or tabulations are made. A further editing procedure is employed after the questionnaires have been punched, but before the sample has been weighted; this involves a number of computer analyses by each interviewer's work and by other small segments of the sample to reveal any unnatural patterns that must be explained or corrected before the tabulation proceeds.

Weighting Procedures

Continuing Market Study samples, because of their advanced design, require a system of weights. The raw interviews are weighted, as described below, by means of reproducing randomly-selected interviews, and adding them to the sample (in some markets one or two of these weights may not apply):

1. Number of telephone and non-telephone homes.

For those sampling clusters which do not produce the required number of interviews in households with listed telephones, adjustments are made to bring about the proper proportion of telephone to non-telephone households in that area. (Used with samples applying "half-open intervals from random starts.")

2. Number of adults at home at time of interview.

If only one adult is at home when the interviewer calls, he has a 100 percent chance of being interviewed; if two adults are at home, each has only a 50 percent chance of being interviewed, and so on. In order to represent properly those adults who are not interviewed because more than one is at home, each interview is multiplied by the number of adults residing in the household who are at home at the time of the interview. (Time-at-home weights, explained next, compensate for other adults who reside in the household but who are not home when the interviewer calls.)

3. Proportion of time-at-home.

Given a respondent's estimate of proportion of time not home (as previously discussed in this section), the complement is used as an estimate of that person's at-home probability. The inverse of this probability yields "at home" weights which bring into the sample proper representation of other adults with similar characteristics who are not available during interviewing hours.

<u>Proportion of Time Away From Home</u>	<u>Time-at-Home Weight</u>
0%	1.0
25%	1.3
50%	2.0
75%	4.0
100%	5.0*

*To avoid the possibility of giving any one respondent an unreasonably large weight in the final results, the maximum weight has been limited to 5.0.

4. Number of adults residing in households.

In markets where call-backs are used rather than "time-at-home" weighting, an interview is weighted for that person's chances of selection in the household based on all adults who live there (whether or not all are home when the interviewer calls). If only one adult lives at the address, he has a 100 percent chance of selection; if there are two eligible respondents, each has only a 50 percent chance, and so on. Each interview is multiplied by the number of adults residing at the household. This weight, with call-backs, produces the equivalent of Steps "2" and "3"

5. Geographical distribution.

Some of the basic sample designs include geographic oversamples to enable separate analysis of specific areas. These interviews must be weighted to restore the proper geographical ratios within their respective markets.

6. Equalization of interviews by day of the week.

Although equal numbers of interviews are assigned to be made each interviewing day, some adjustment through weighting is usually necessary to be sure this requirement is fulfilled.

7. Weighting for known characteristics.

Although probability samples theoretically should produce correct proportions of all characteristics of the population sampled, in practice this is not always completely achieved. So results are weighted to their known proportions by sex, age, and income, should any of these fall significantly out of line.

Tabulations

All tabulations are made by machine. Punching on IBM cards is verified systematically to insure accuracy. All columns are then machine processed to clean the cards of stray punches, correct errors, and check totals. Weights are then applied and totals are again checked. Duplicated cards for weighting are checked for accuracy in transferring of data. Computer specifications are prepared for each table by the project staff and checked before they are turned over to the computer staff.

Projections of results appearing in this report are to the total adult population (18 up), not to total population. Projections are rounded to the nearest thousand. Percentages are rounded to the nearest whole number; a hyphen (-) signifies less than one-half of one percent. Multiplication of the percentages times the totals in the report does not always produce the exact projections shown; this is not an inaccuracy, but the result of rounding both the percentages and the projections from the original data (showing fractions of percentages or projections carried to less than a thousand has no statistical significance and can be misleading because of sampling tolerances, discussed next).

All results based on samplings are subject to plus-or-minus tolerances ranging from a fraction to several percentage points. So the number of interviews must be considered in evaluating the stability of each result. As a rule of thumb -- in the absence of a complex computation of the tolerance for each result in the report -- bear in mind that the larger the sample on which a percentage is based, the more accurate the percentage

(results based on the total sample are therefore more reliable than those based on breakdowns of the total); also, the further a percentage is from 50, in either direction, the more accurate it is. Small differences between percentages are seldom significant.

To help the reader identify results in this report that are relatively unstable because of small sample bases, those percentages are identified with an asterisk (*). Percentages so noted are based on less than 100 actual interviews. Such results are included only for consistency and should be interpreted with caution. With only rare exceptions, the projections in thousands are based on much larger samples.

STANDARDS FOLLOWED

In all of the procedures described above, every effort is made to meet the Criteria for Advertising and Marketing Research promulgated by the Advertising Research Foundation. Breakdowns follow the recommendations of the American Association of Advertising Agencies.

The audience measurements adhere to the standards set cooperatively by the AAAA, the Newspaper Advertising Bureau, Audit Bureau of Circulations, and other organizations so that results are comparable to all other studies similarly conducted and are compatible with data bank requirements.

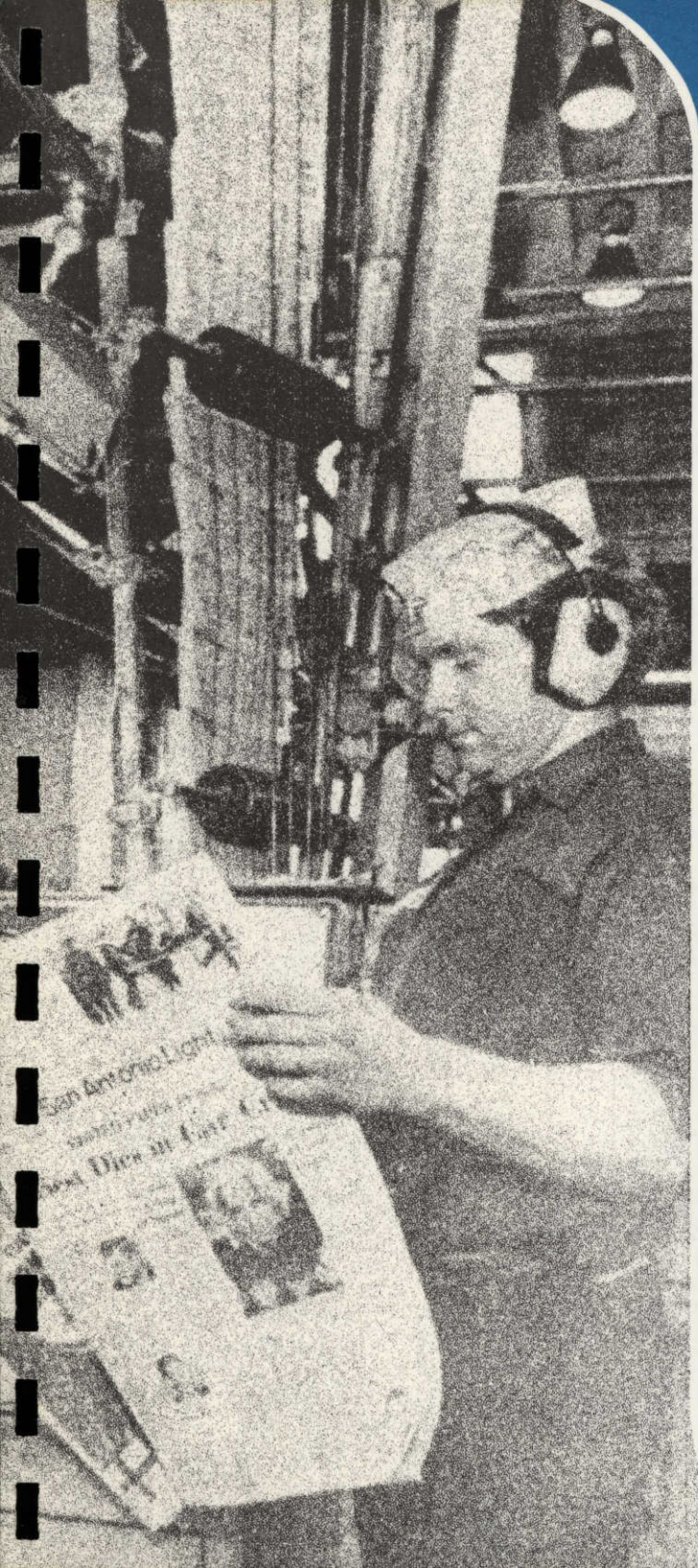
Aside from setting the objectives and providing the means, the sponsoring newspaper had no part in the conduct of this study. Design, execution, and preparation of this report have been the responsibility of Belden Associates.

ABOUT BELDEN ASSOCIATES

Belden Associates is a professional firm devoted to research in marketing and public affairs, headquartered in Dallas, Texas, operating nationally and internationally. Established in 1940, the company is the pioneer independent research organization in the South and one of the oldest in the country. In 1947 Belden Associates established the first market research organization in Mexico, now International Research Associates, largest in Latin America, affiliated with the world-wide INRA facilities.

The company's experience ranges widely: research in marketing and sales, advertising, media, products, communications, public opinion, real estate, and economics. Its specialties are newspaper and Spanish-language research. Among Belden Associates' newspaper clients are the Atlanta Journal and Constitution, Birmingham News and Post-Herald, Cincinnati Post and Times-Star, Charlotte Observer and News, Dallas Morning News, Dayton Journal Herald and News, Fort Worth Star-Telegram, Houston Chronicle, Jacksonville Florida Times-Union and Journal, Kansas City Star and Times, Louisville Courier-Journal and Times, Miami Herald and News, Nashville Banner and Tennessean, Newark Star-Ledger, New Brunswick Home News, New Orleans Times-Picayune and States-Item, Orlando Sentinel Star, Palm Beach Post-Times, Philadelphia Evening and Sunday Bulletin, Richmond Times-Dispatch and News Leader, Rochester Democrat & Chronicle and Times-Union, Rockford Star and Register-Republic, San Antonio Express and News, San Jose Mercury and News, Tampa Tribune and Times, Toledo Blade and Times, Wichita Eagle and Beacon, and Winston-Salem Journal and Sentinel.

Other Belden Associates clients include these companies from the "Fortune 500" list: Anderson Clayton Foods, Campbell-Taggart Associated Bakeries, Carnation Company, Coca-Cola, Oscar Mayer & Company, Pet Incorporated, Quaker Oats Company, Riviana Foods, Incorporated, Swift Grocery Products Company, Continental Oil Company, Crown Zellerbach Corporation, E. I. DuPont de Nemours & Company, Exxon Company, U.S.A., Ford Motor Company, Goodyear Tire & Rubber Company, Kennecott Copper Corporation, Ling-Temco-Vought, Inc., Mead Corporation, Owens-Illinois, Procter & Gamble, R. J. Reynolds Tobacco Company, Texas Instruments, Incorporated, Republic National Bank of Dallas, and Seattle-First National Bank.



METRO SAN ANTONIO

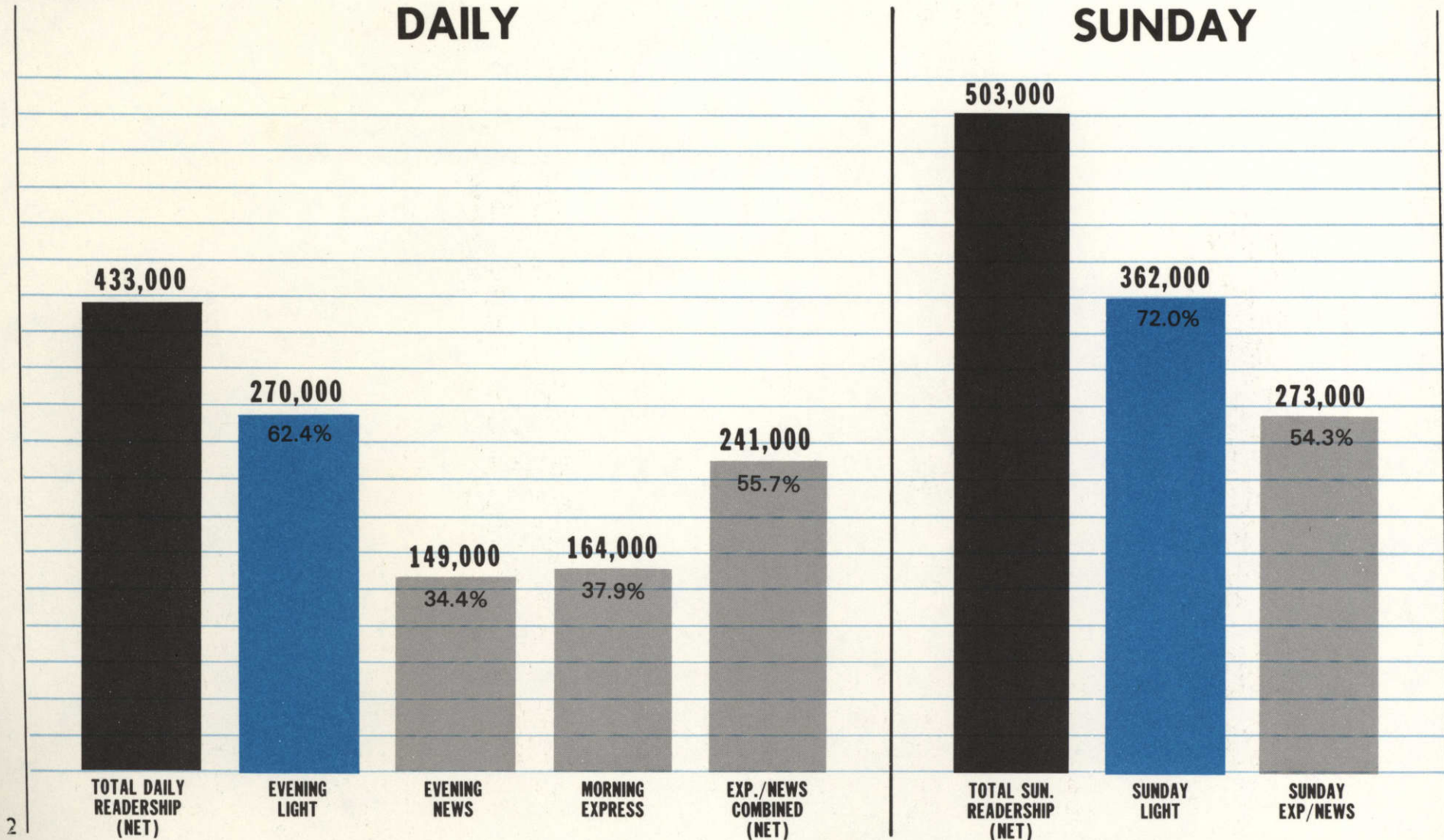
TOTAL NEWSPAPER READERS



METRO SAN ANTONIO TOTAL NEWSPAPER READERS

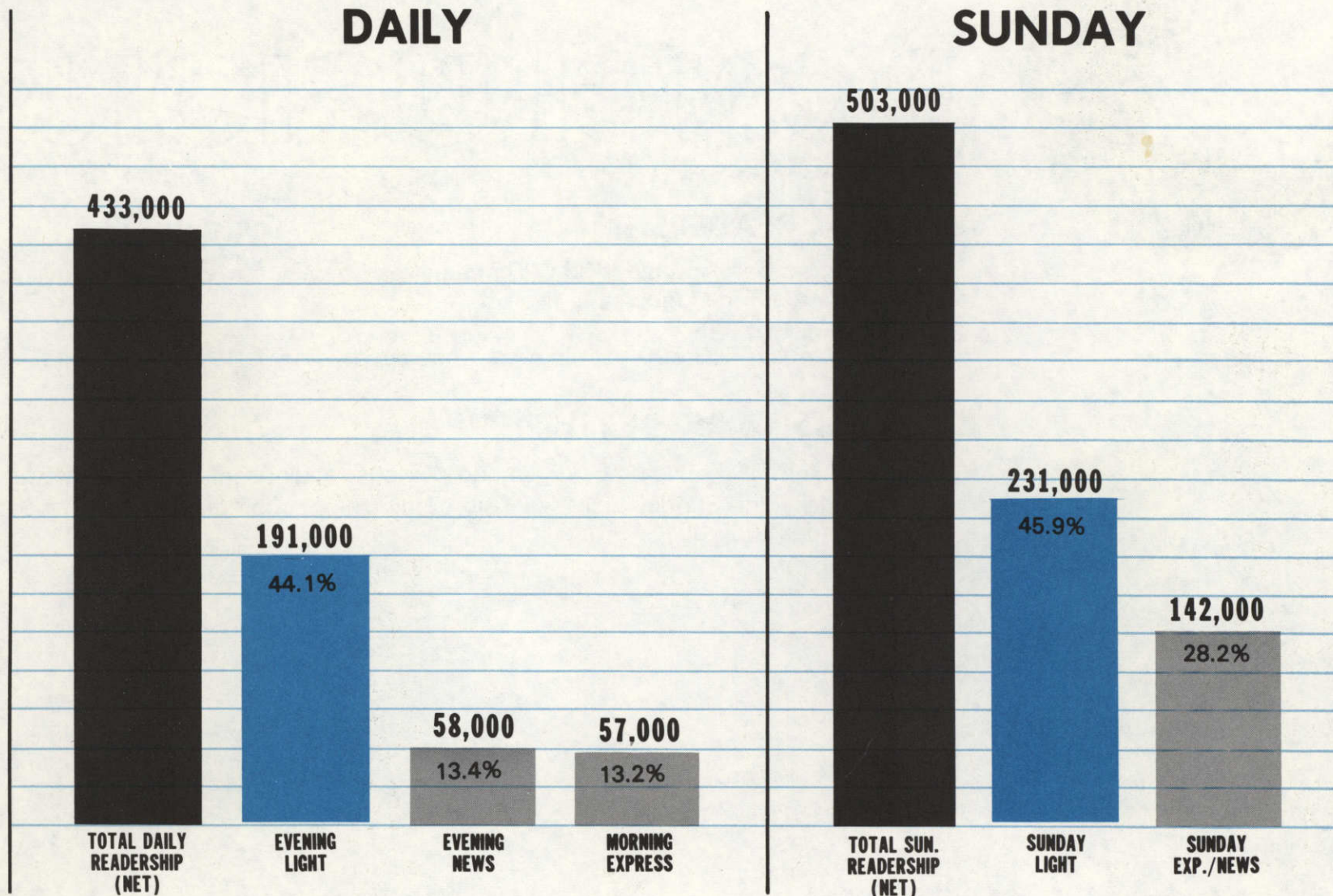
DAILY

SUNDAY



METRO SAN ANTONIO EXCLUSIVE NEWSPAPER READERS

EXAMPLE: Of all readers of San Antonio daily newspapers, 191,000 or 44.1% read ONLY The Light.





METRO SAN ANTONIO **TOTAL NEWSPAPER READERS**

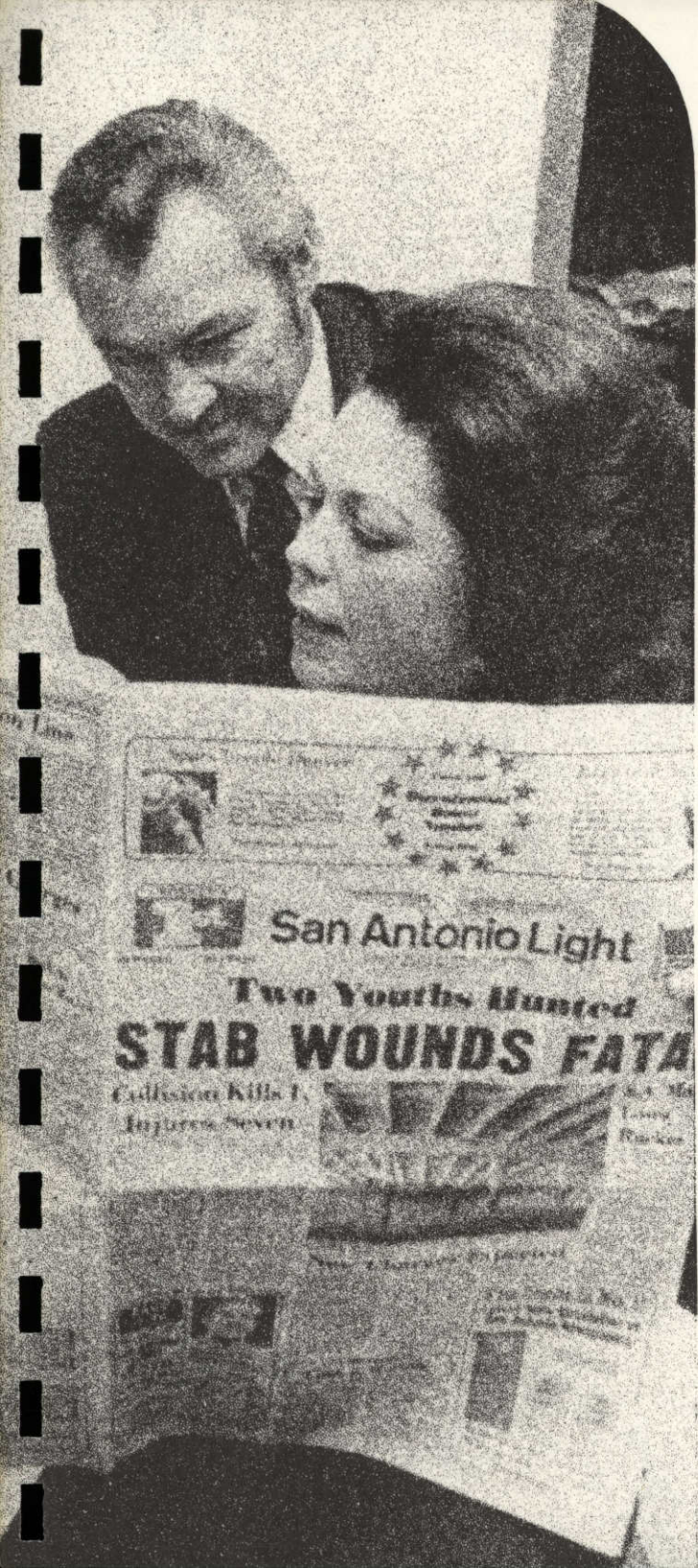
CONCLUSIONS

■ **TOTAL READERSHIP**

- In metro San Antonio, 433,000 people read a daily newspaper and over 62% of those read The Light.
- On Sunday, 503,000 people read a newspaper and 72% of those read The Light.

■ **EXCLUSIVE READERSHIP**

- The Light is the clear choice among persons reading only one newspaper. Both the daily and Sunday Light lead the competition's combined exclusive audience by more than 60%.



METRO SAN ANTONIO

NEWSPAPER READERS BY SEX



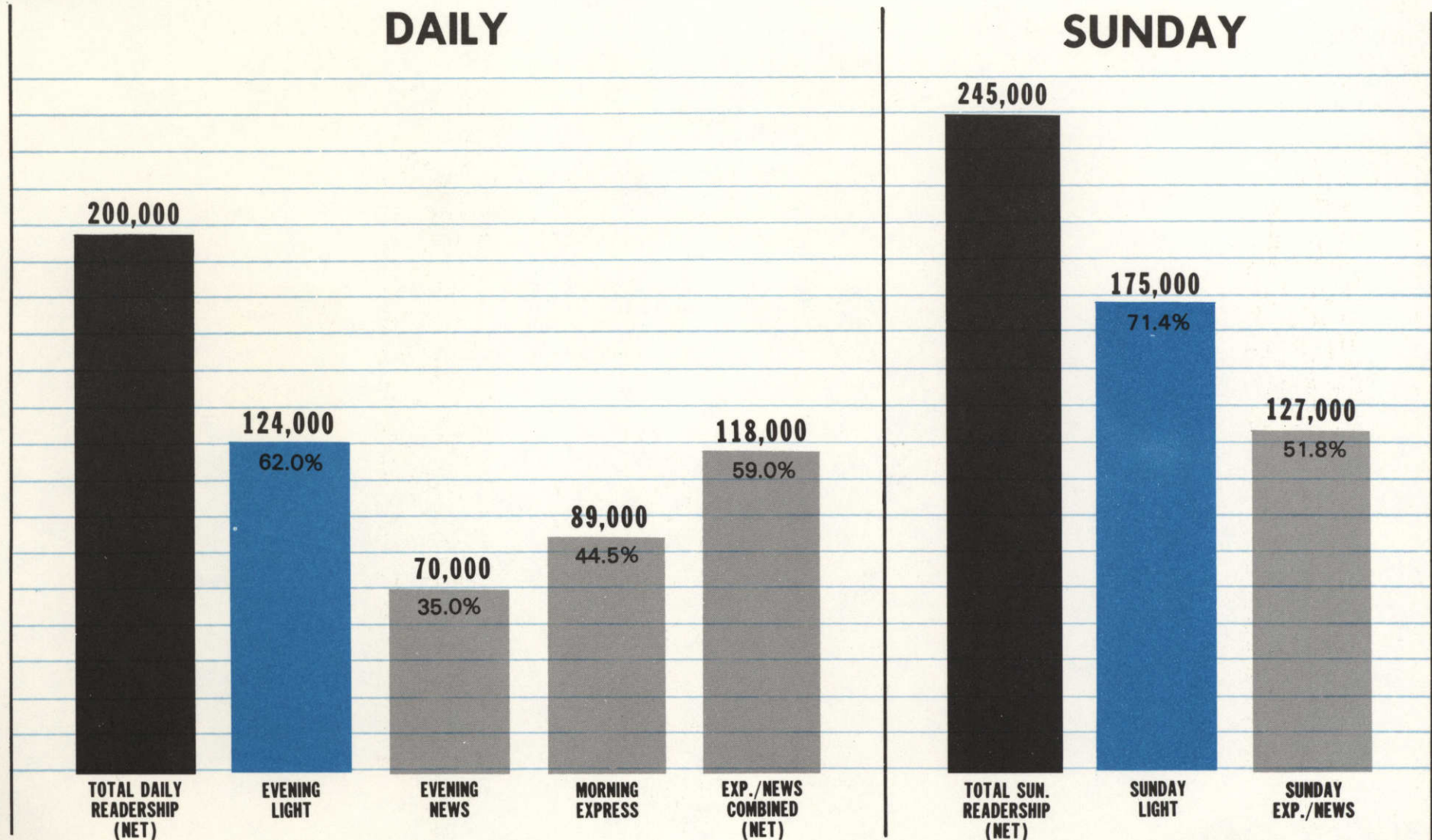
COVERAGE BY SEX

ADULT MALE

EXAMPLE: 200,000 males read a San Antonio daily newspaper. Of these readers, 124,000 or 62.0% read the Light.

DAILY

SUNDAY

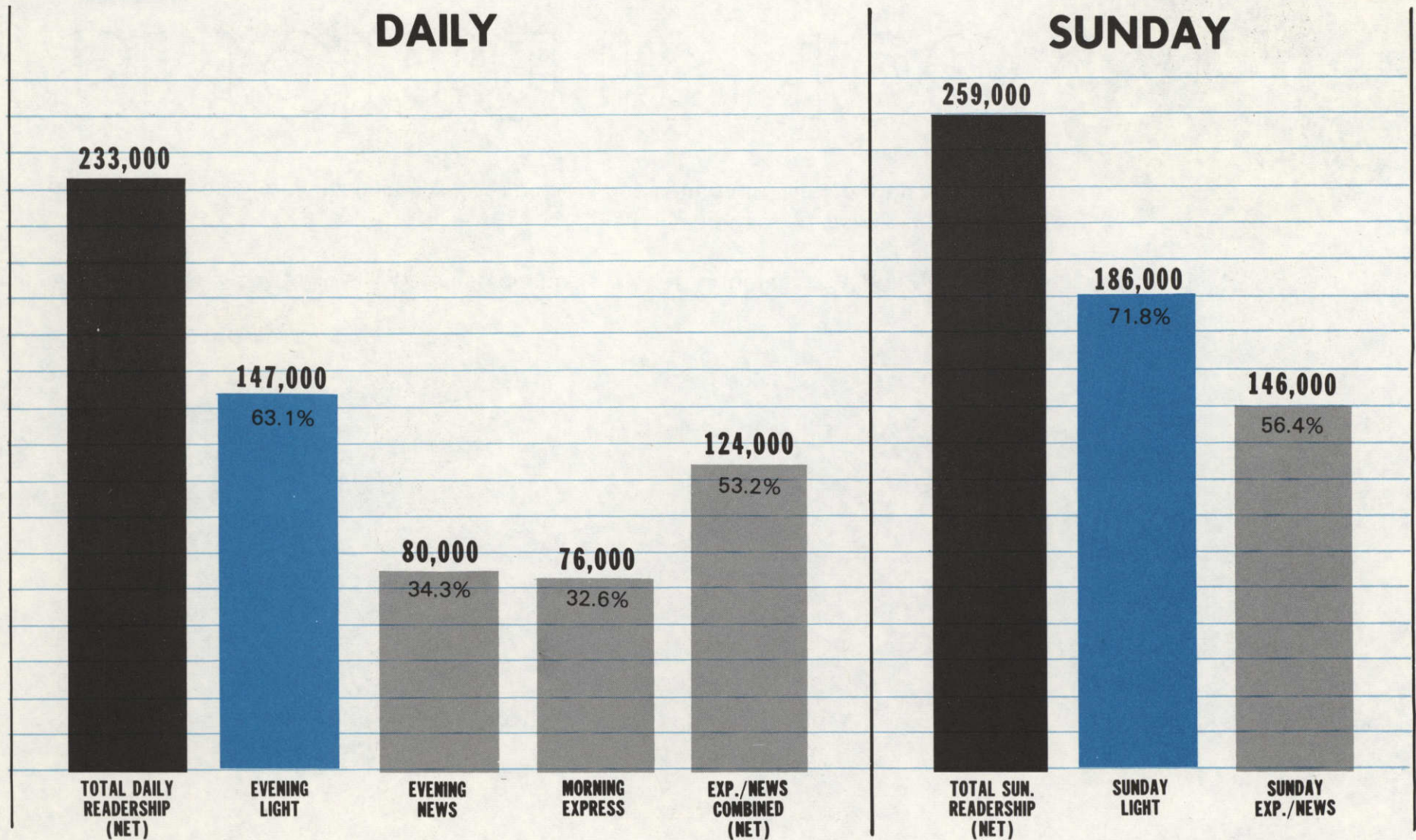




COVERAGE BY SEX **ADULT FEMALE**

DAILY

SUNDAY

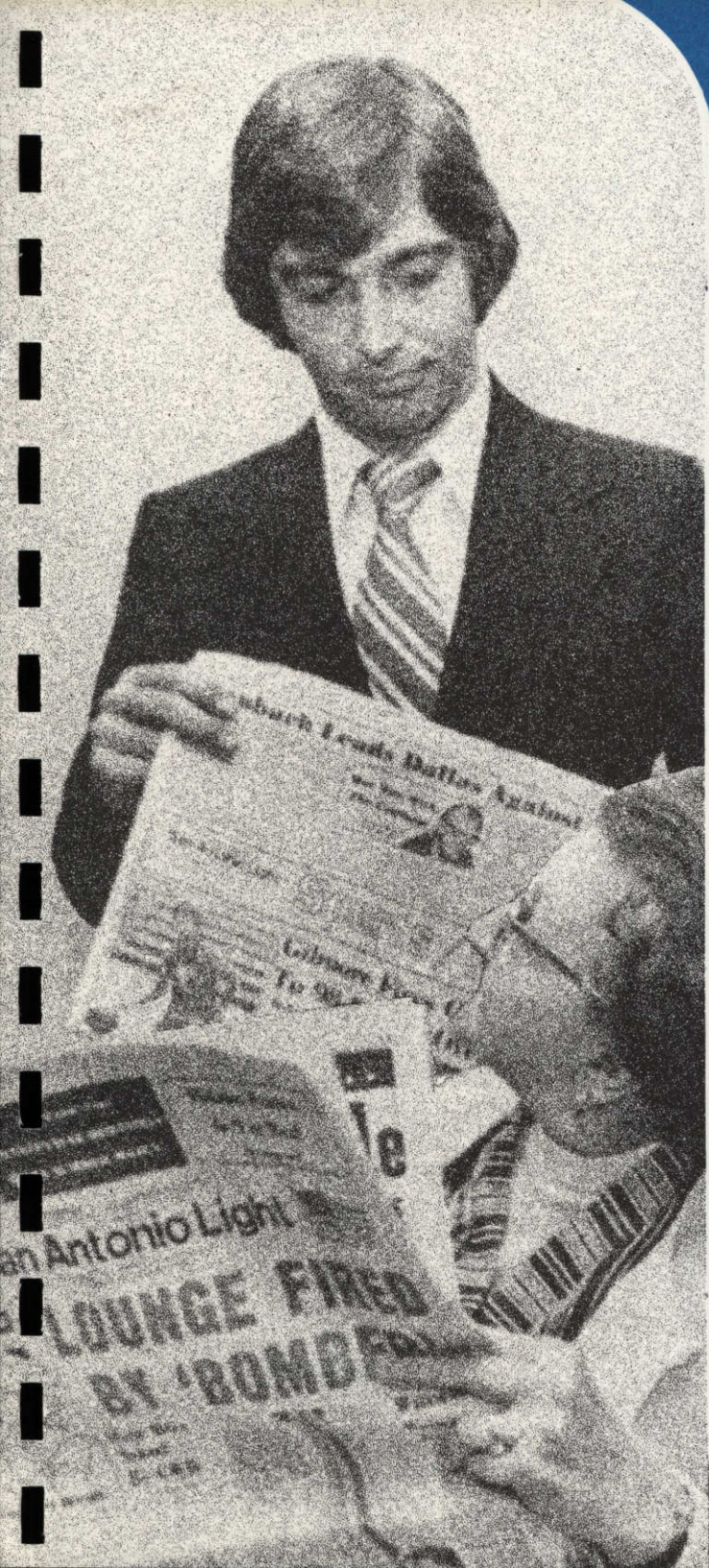




METRO SAN ANTONIO
READERS BY SEX

CONCLUSIONS

- During the week more men and women read The Light than read the other two daily newspapers' combined net.
- On Sunday seven out of ten men and women read The Light.



METRO SAN ANTONIO

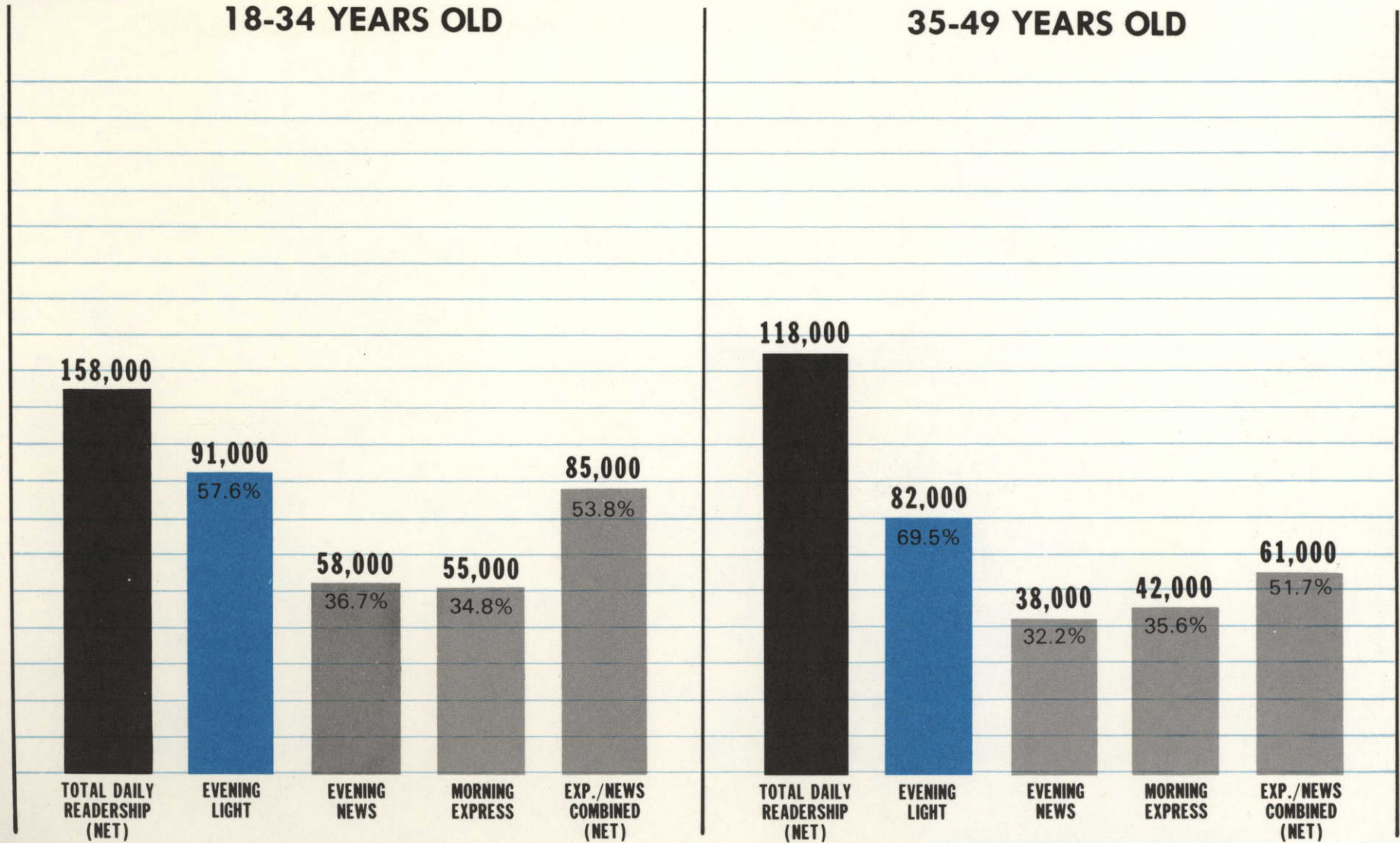
NEWSPAPER READERS BY AGE



DAILY COVERAGE ADULT READERS BY AGE

18-34 YEARS OLD

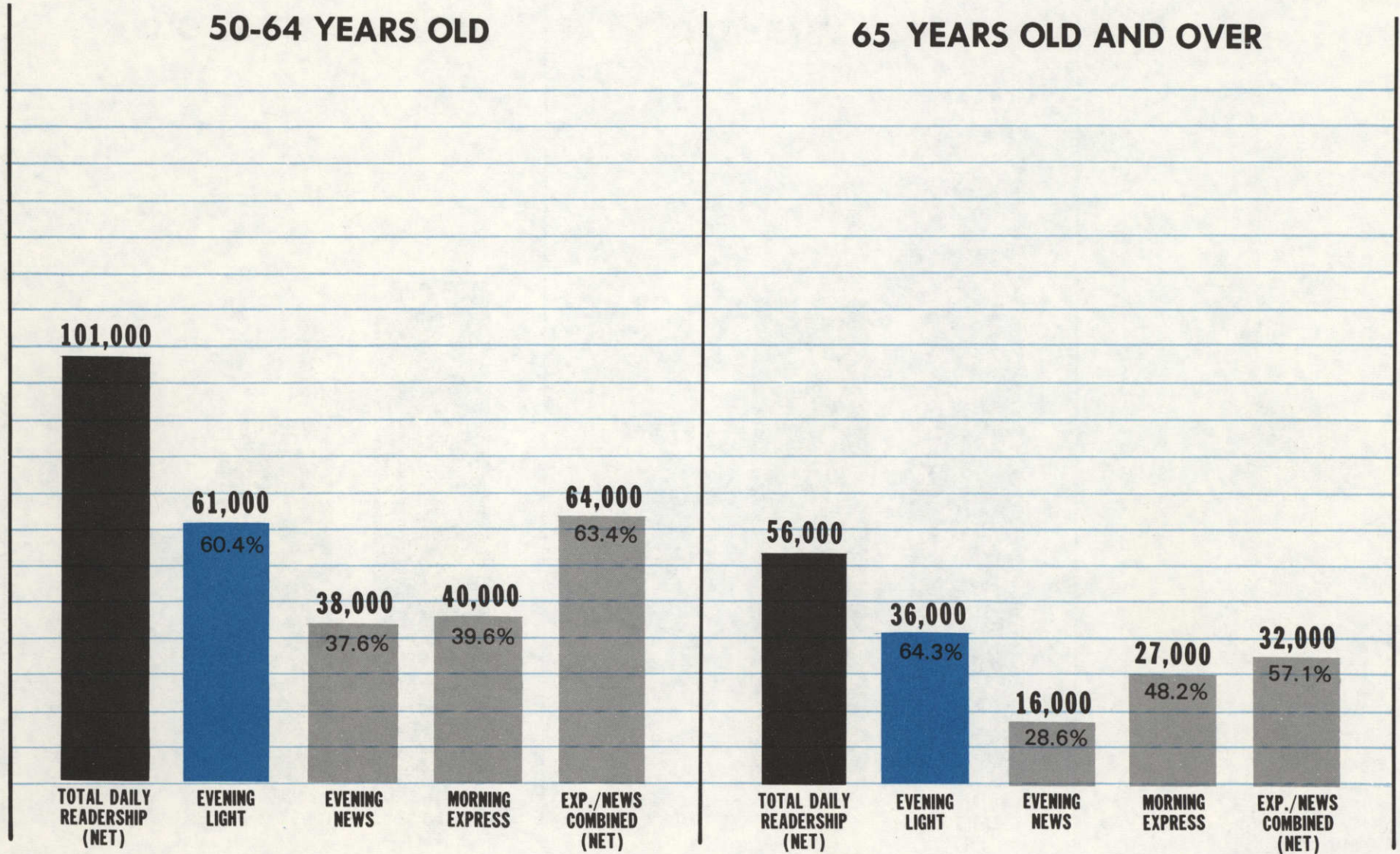
35-49 YEARS OLD



EXAMPLE: 158,000 people between the ages of 18 and 34 read a San Antonio daily newspaper. Of these readers, 91,000 or 57.6% read the Light.

50-64 YEARS OLD

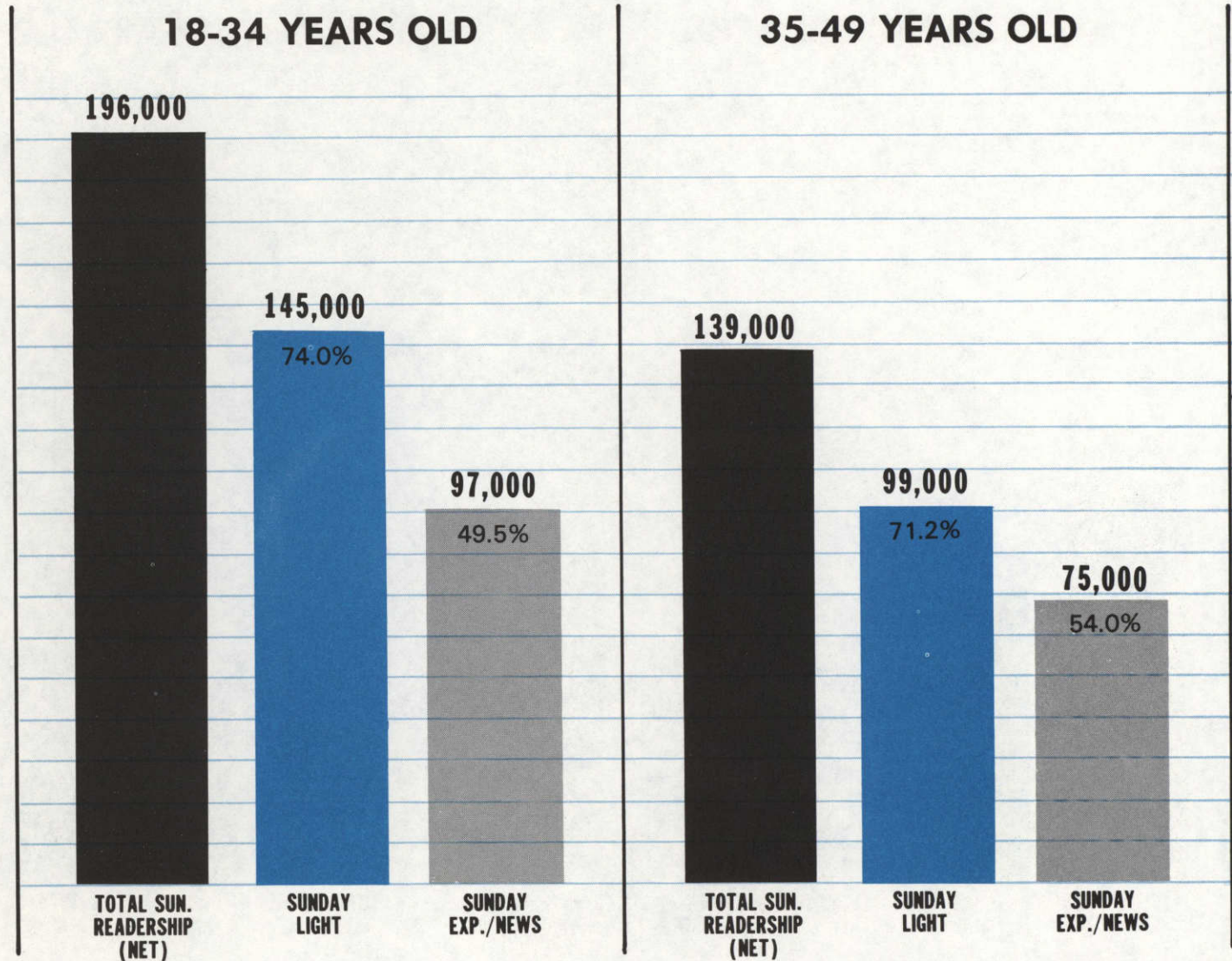
65 YEARS OLD AND OVER





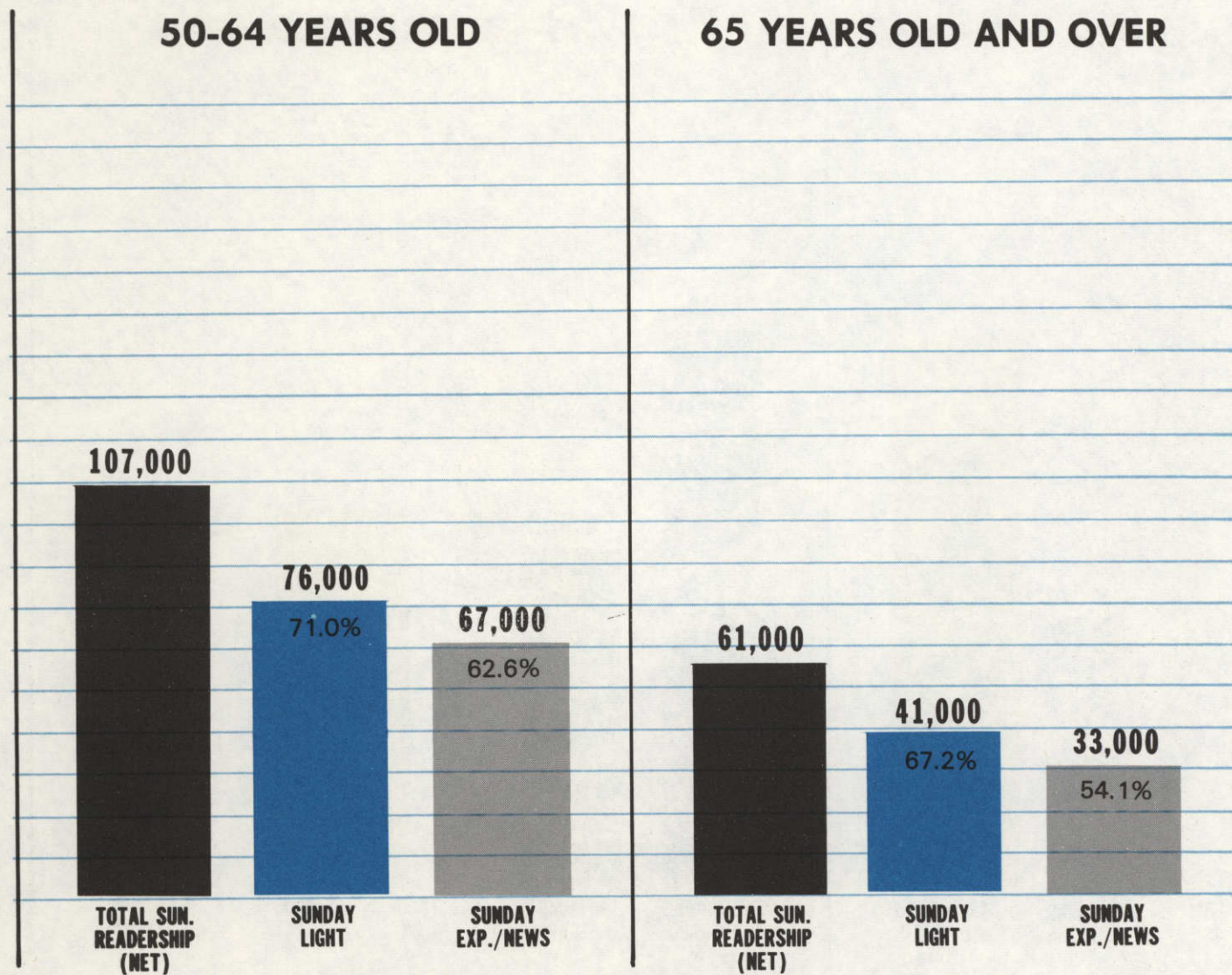
SUNDAY COVERAGE

ADULT READERS BY AGE



50-64 YEARS OLD

65 YEARS OLD AND OVER



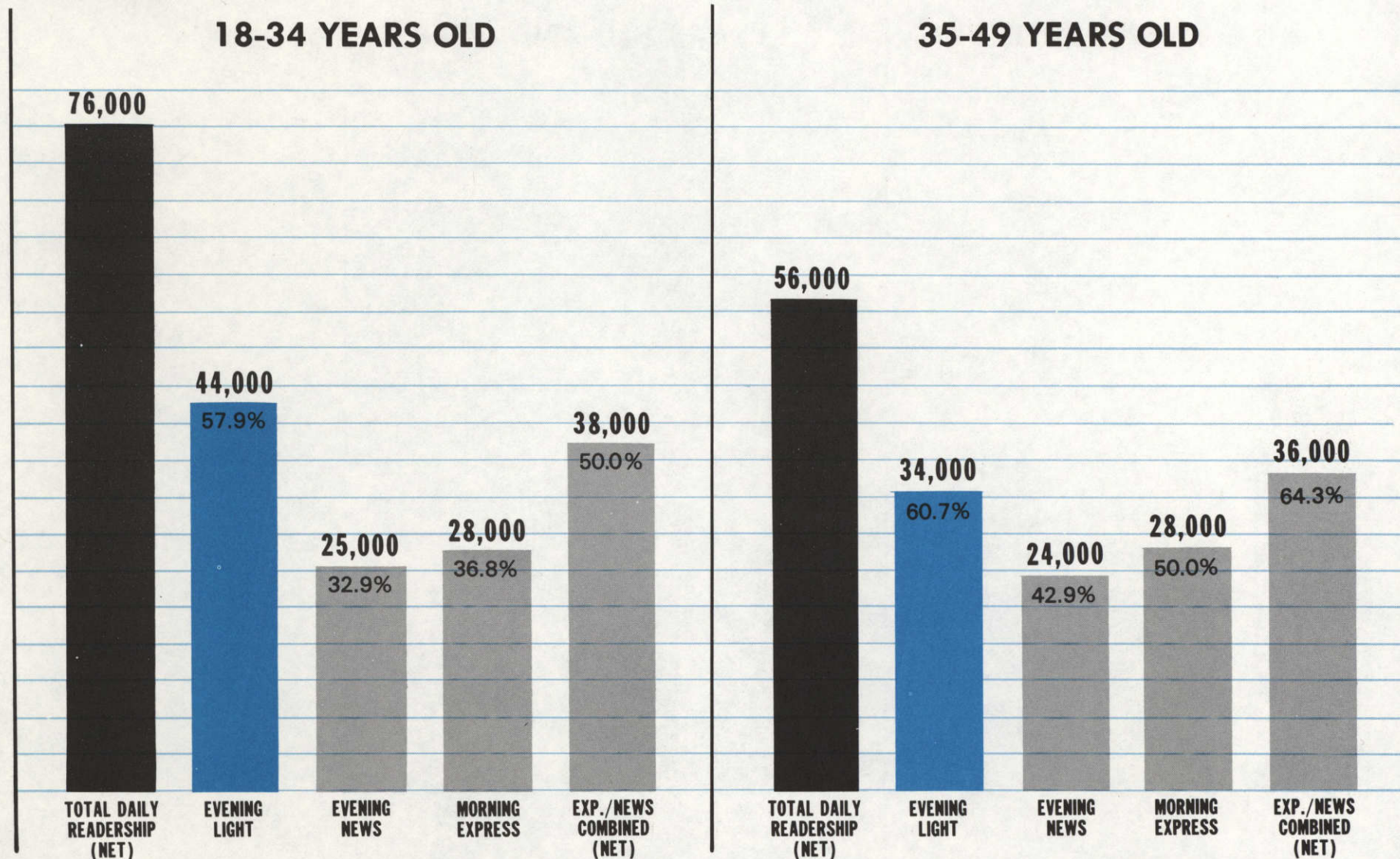


DAILY COVERAGE

MALE ADULT READERS BY AGE

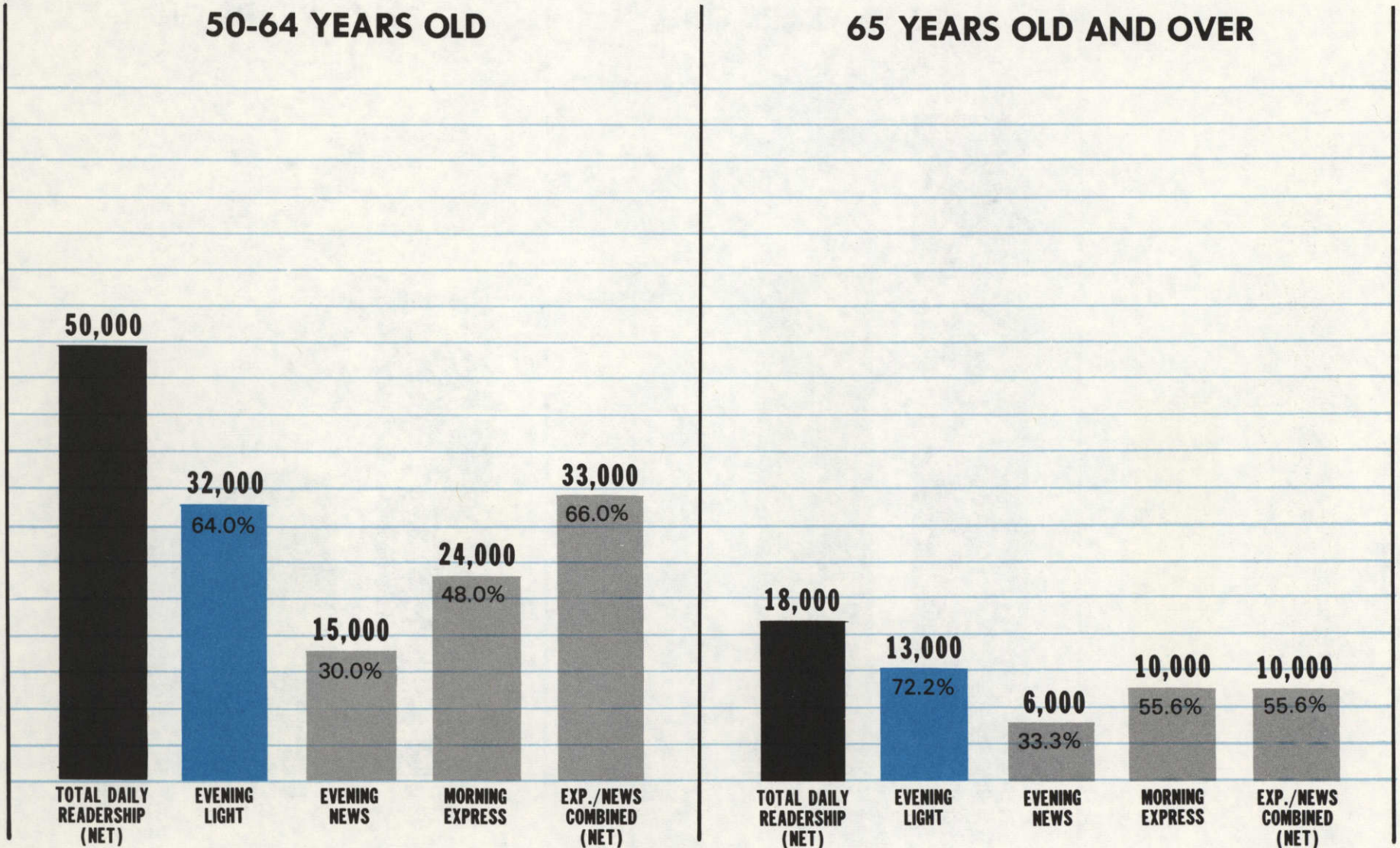
18-34 YEARS OLD

35-49 YEARS OLD



50-64 YEARS OLD

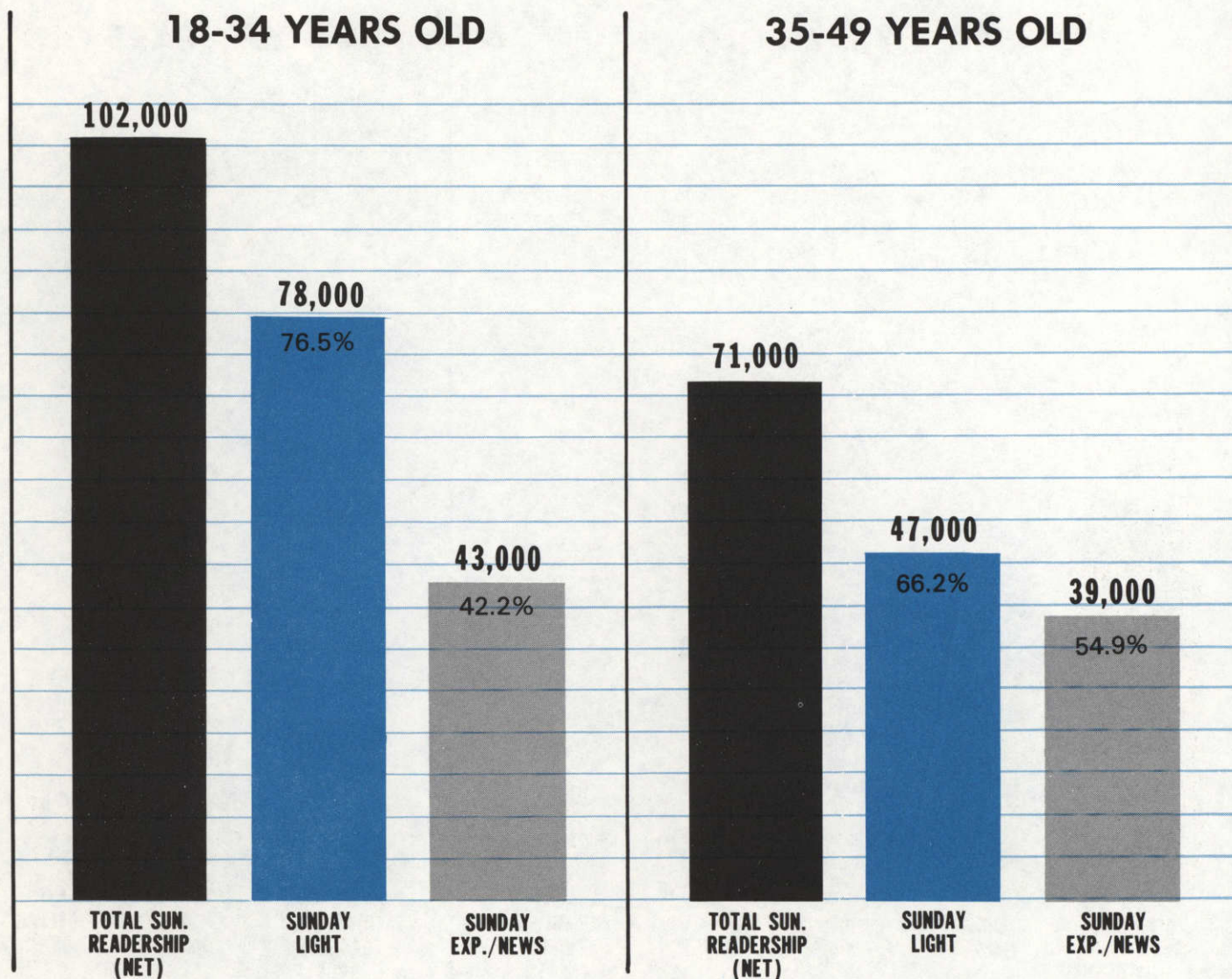
65 YEARS OLD AND OVER





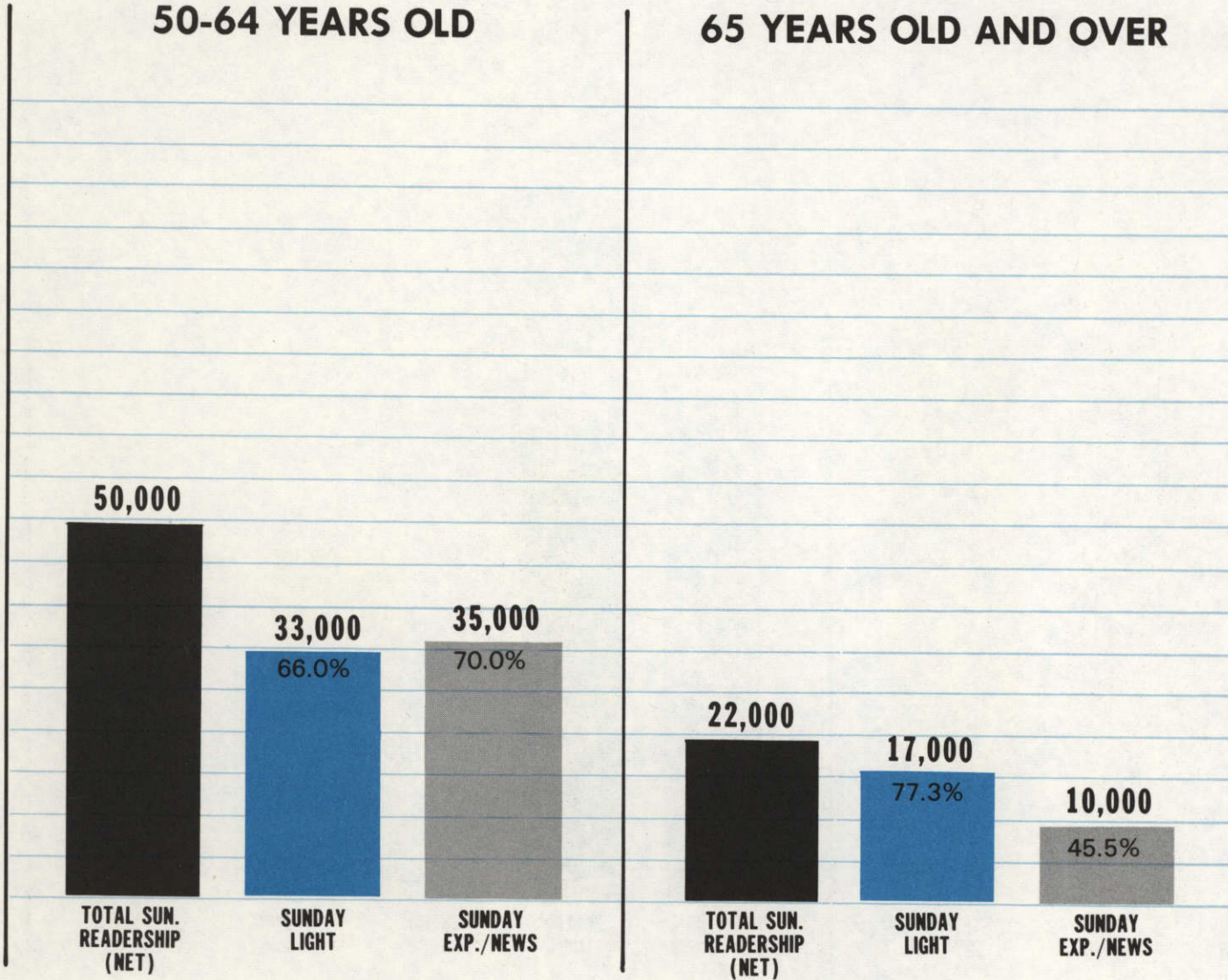
SUNDAY COVERAGE

MALE ADULT READERS BY AGE



50-64 YEARS OLD

65 YEARS OLD AND OVER



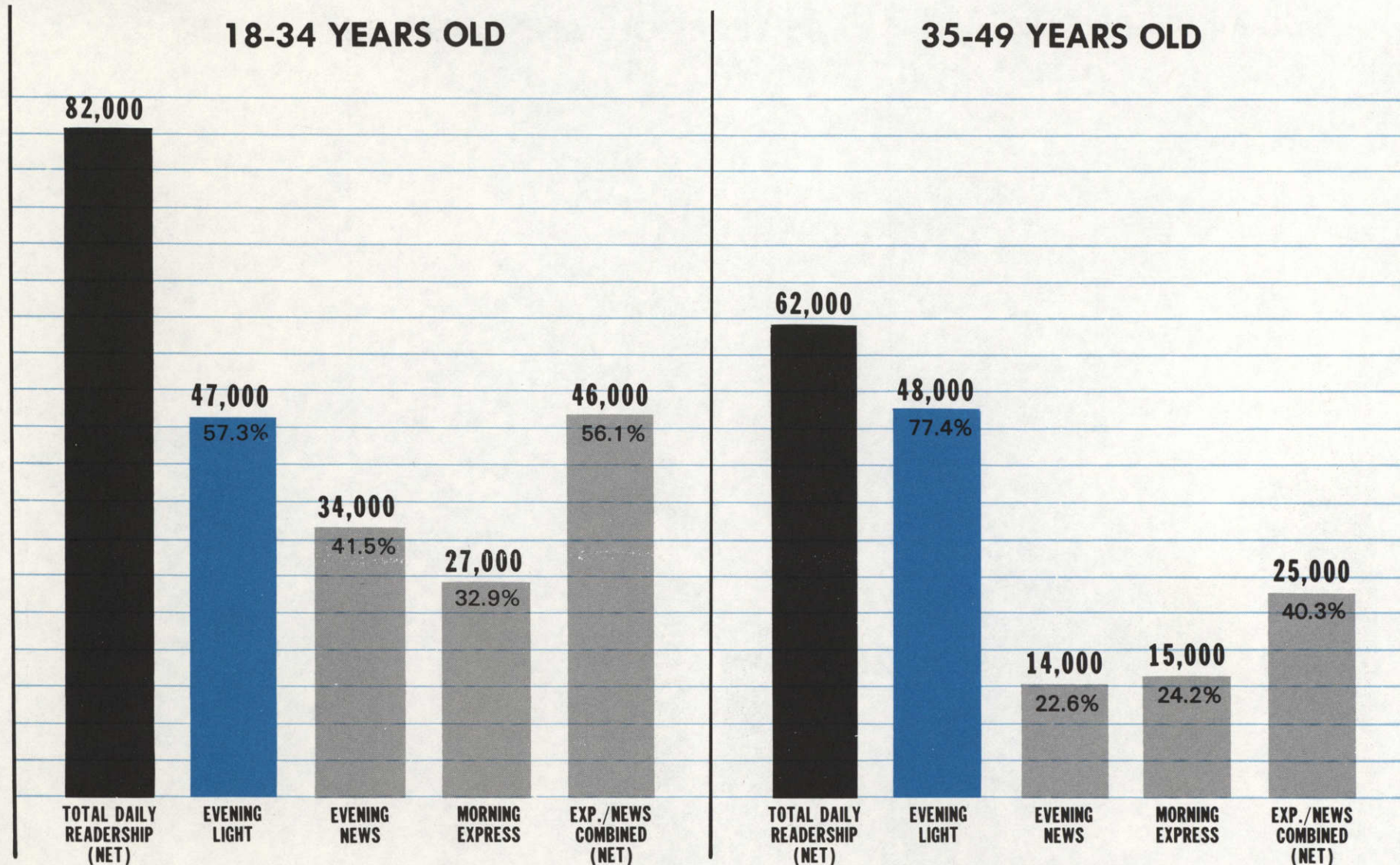


DAILY COVERAGE

FEMALE ADULT READERS BY AGE

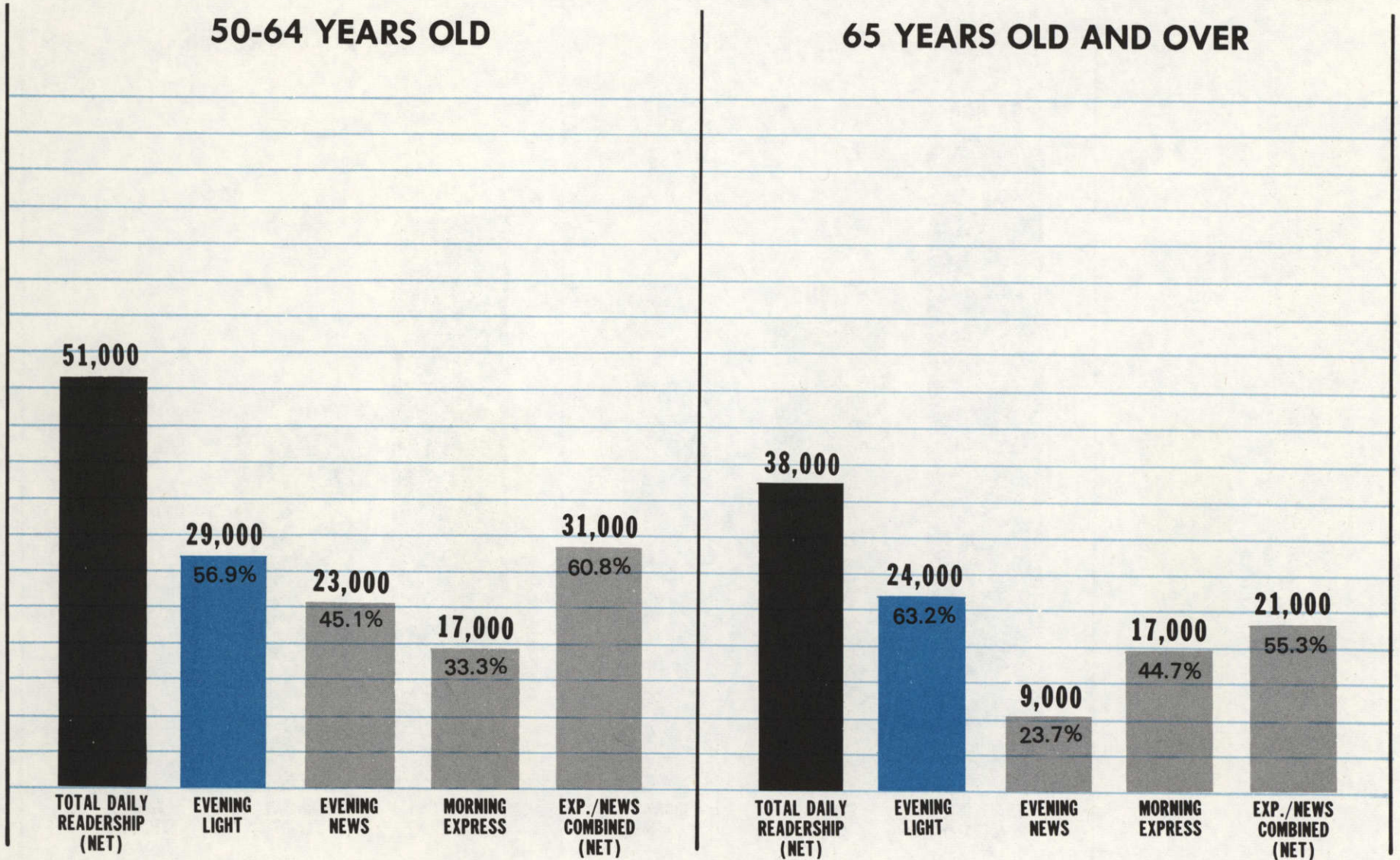
18-34 YEARS OLD

35-49 YEARS OLD



50-64 YEARS OLD

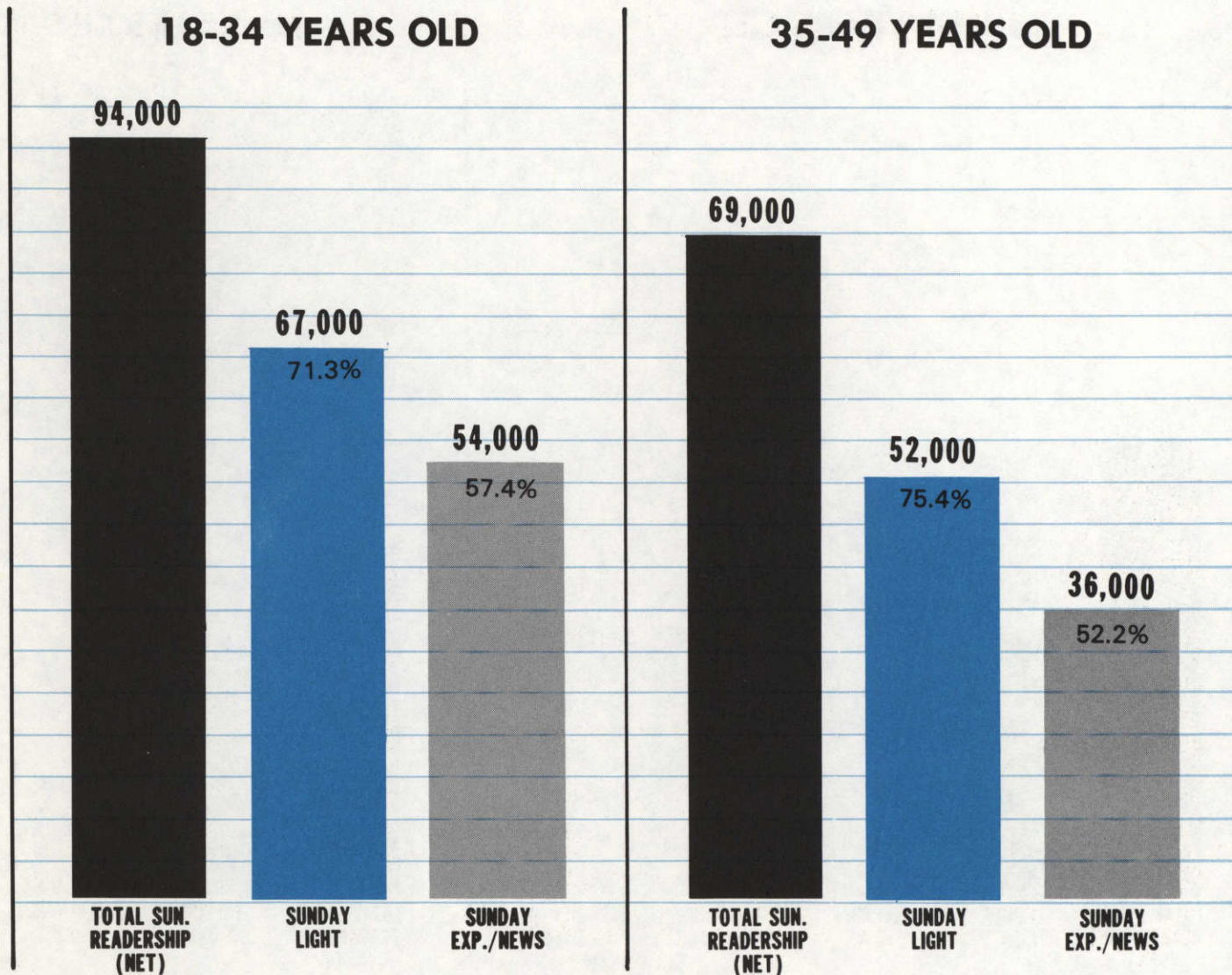
65 YEARS OLD AND OVER





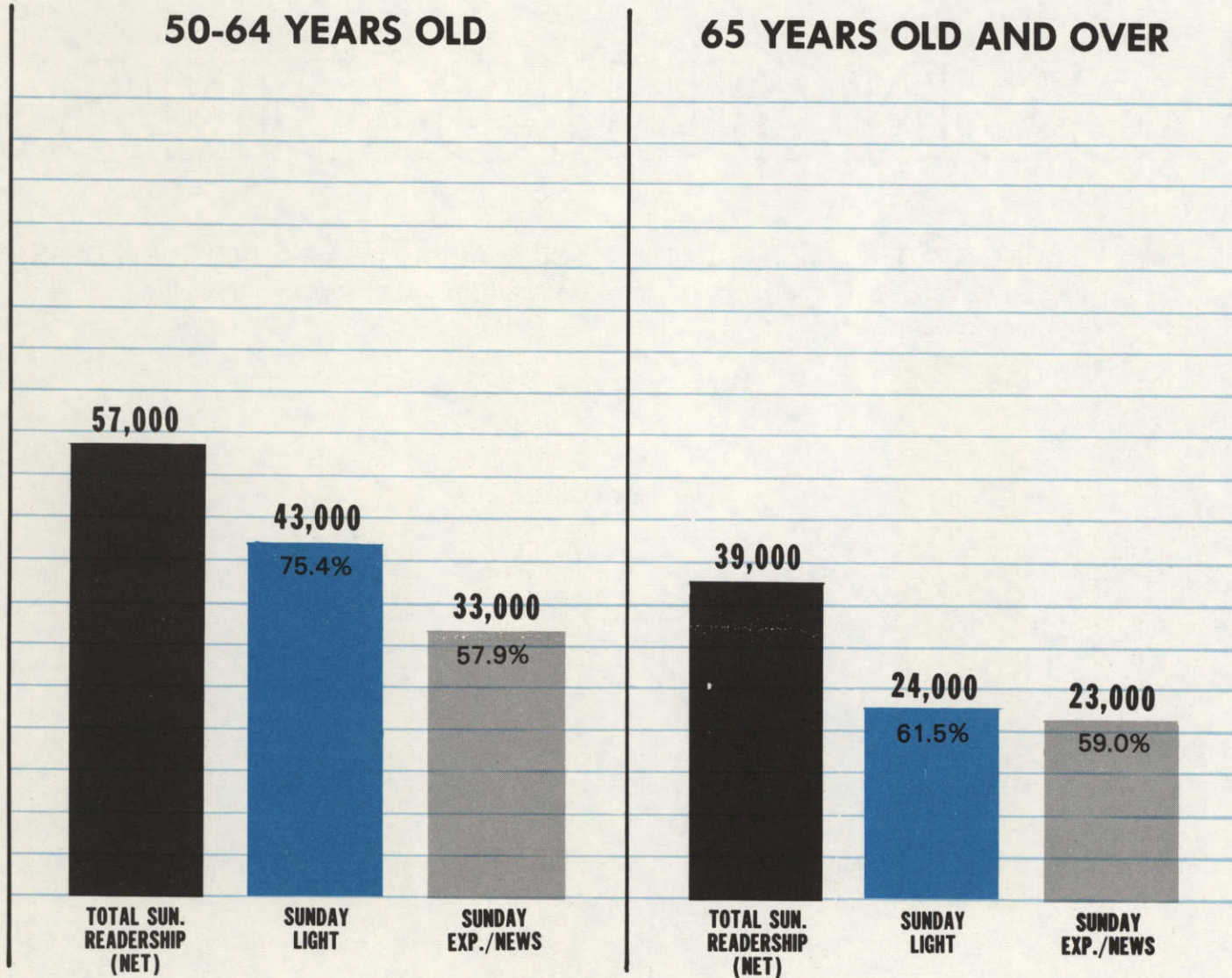
SUNDAY COVERAGE

FEMALE ADULT READERS BY AGE



50-64 YEARS OLD

65 YEARS OLD AND OVER

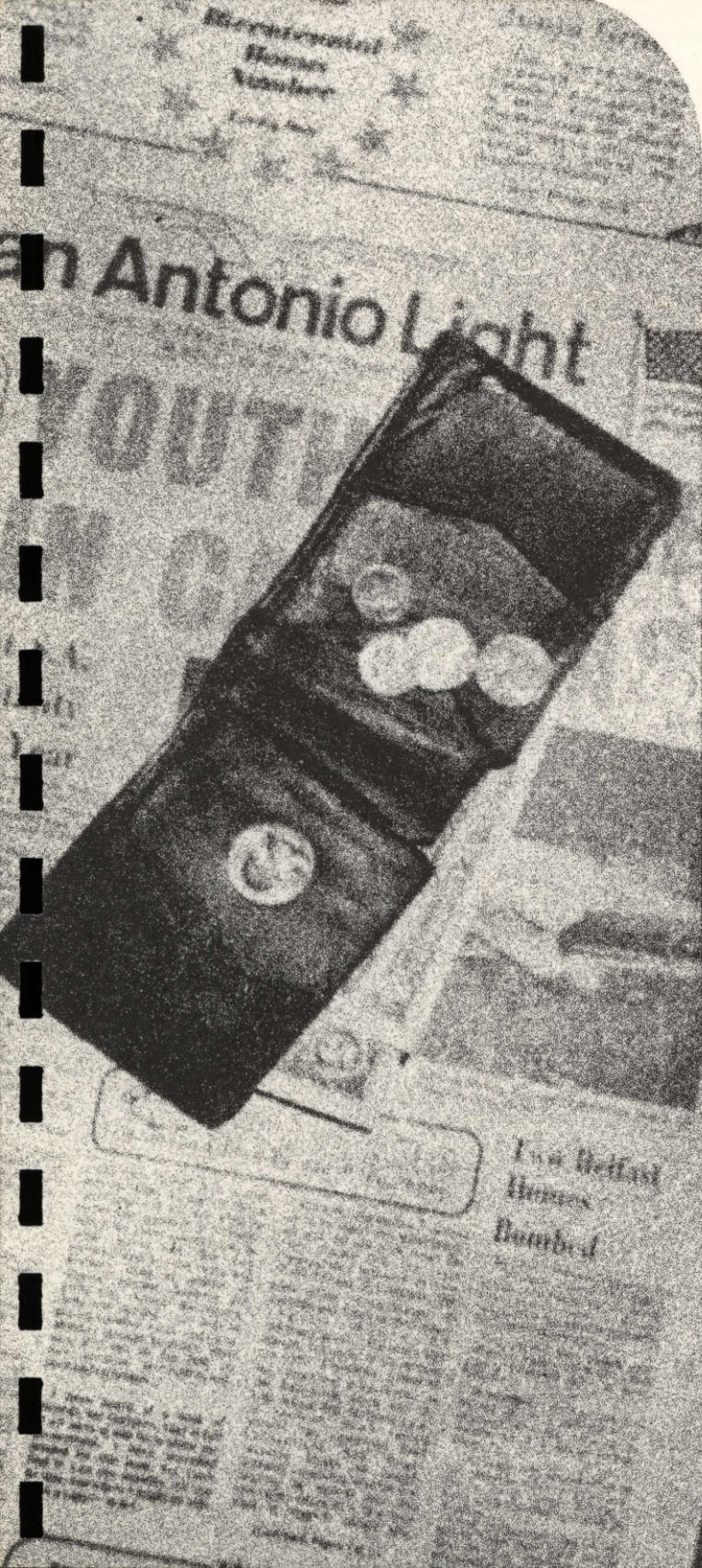




METRO SAN ANTONIO
ADULT READERS BY AGE

CONCLUSIONS

- YOUNG READERS (18-34) - MIDDLE AGE READERS (35-49) - OLDER READERS (50 and over) - see The Light more often than the other two newspapers combined net.



METRO SAN ANTONIO

NEWSPAPER READERS BY HOUSEHOLD INCOME

READERS BY
INCOME



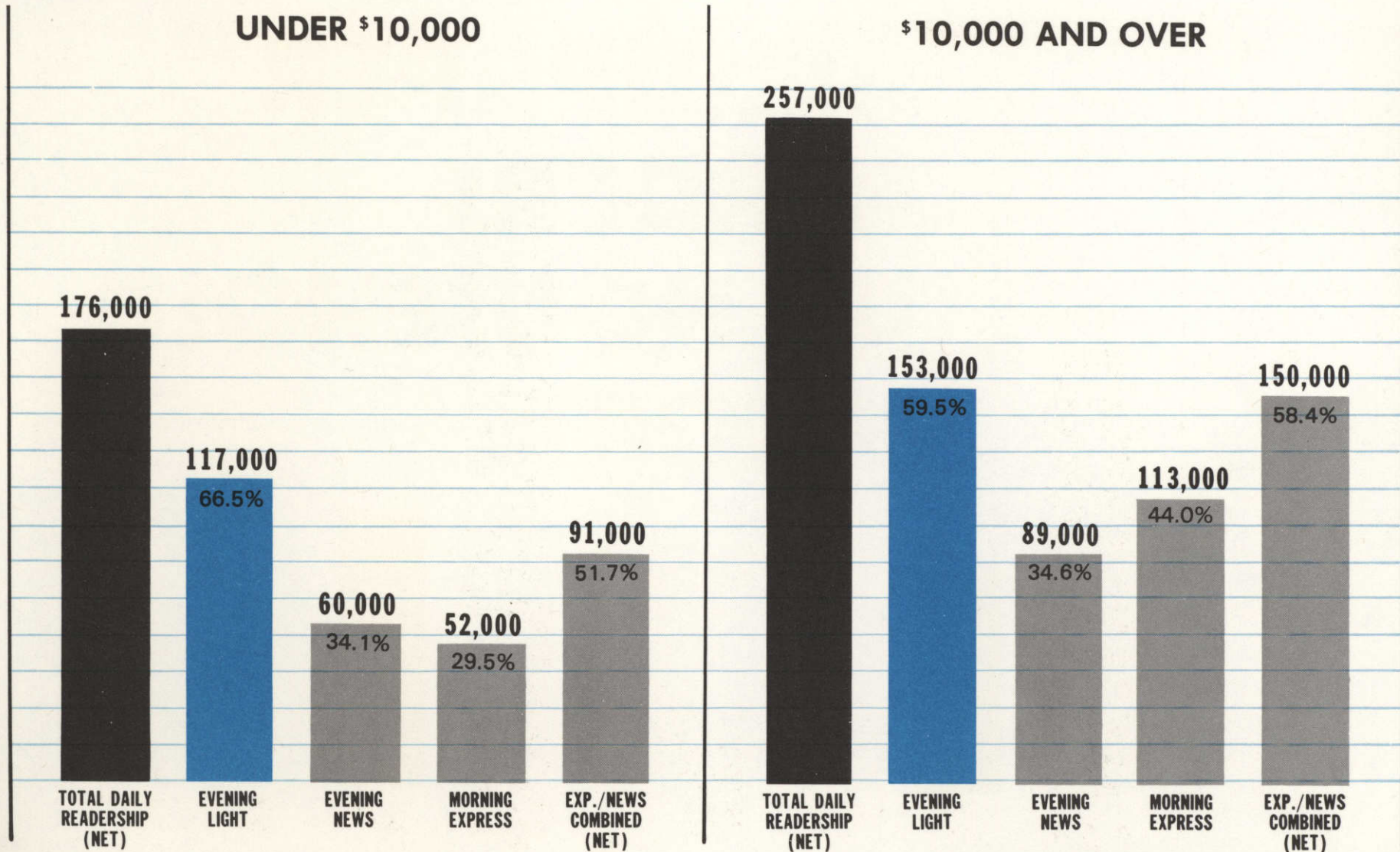
DAILY COVERAGE

ADULT READERS BY HOUSEHOLD INCOME

EXAMPLE: 257,000 adults in families who make over \$10,000 a year read a San Antonio daily newspaper. Of these readers, 153,000 or 59.5% read the Light.

UNDER \$10,000

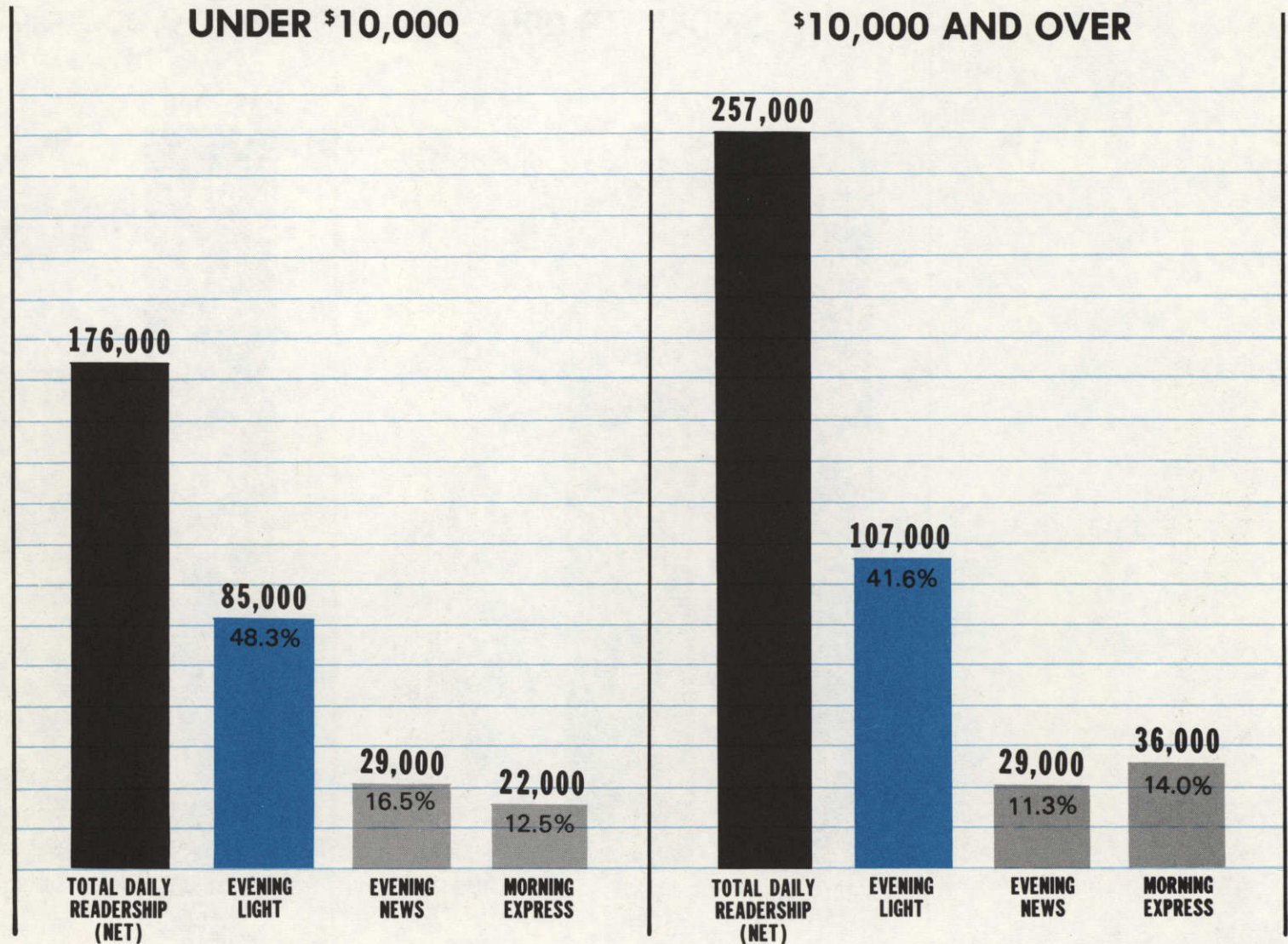
\$10,000 AND OVER





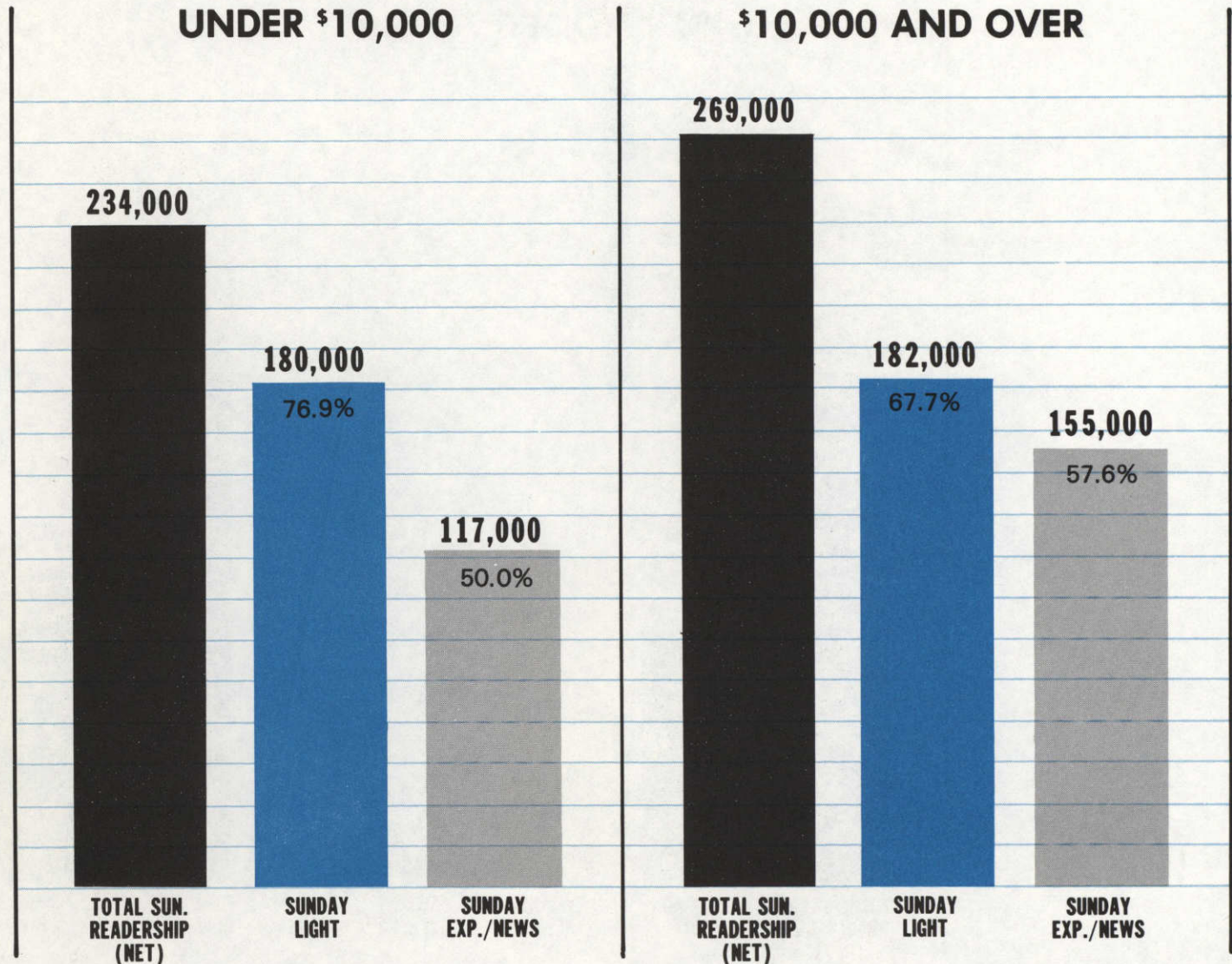
EXCLUSIVE DAILY COVERAGE

ADULT READERS BY HOUSEHOLD INCOME





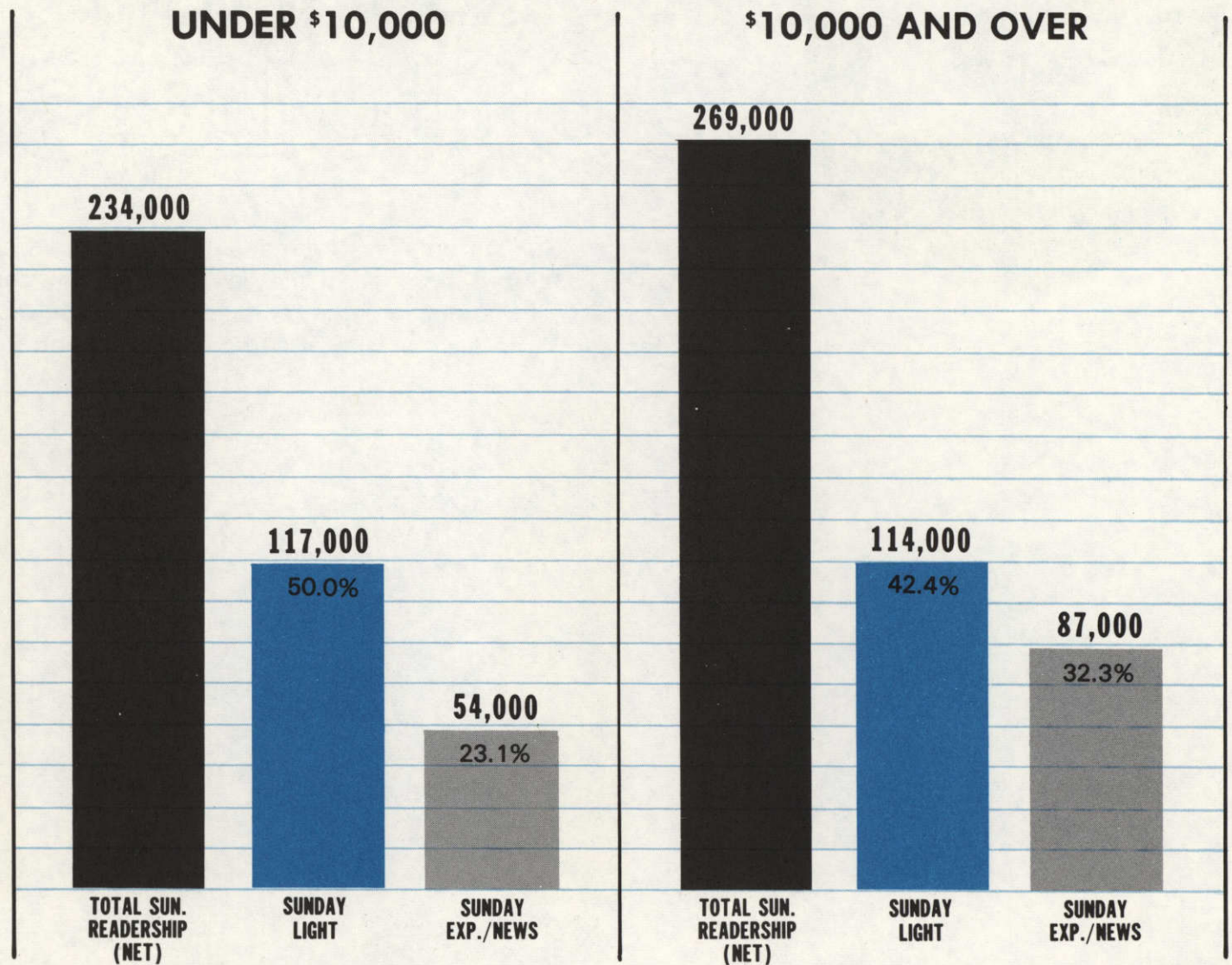
SUNDAY COVERAGE ADULT READERS BY HOUSEHOLD INCOME





EXCLUSIVE SUNDAY COVERAGE

ADULT READERS BY HOUSEHOLD INCOME





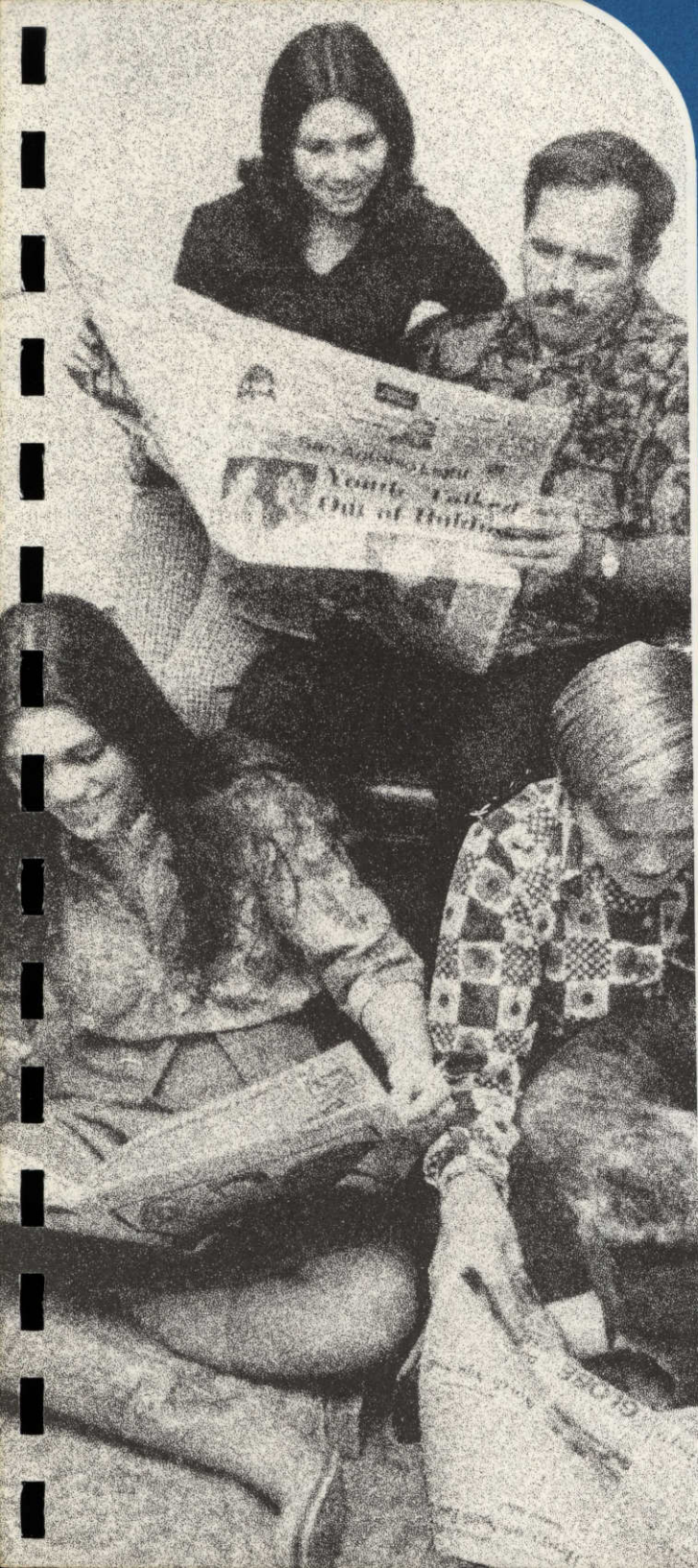
METRO SAN ANTONIO

**ADULT READERS BY
HOUSEHOLD INCOME**

CONCLUSIONS

- In metro San Antonio, with a median household effective buying income of \$10,613,* more than half of the daily and Sunday newspaper readers are in the over-\$10,000 annual income range. Among these readers, more see The Light than see the other two newspapers' combined net.

*Source: Sales Management 1975 Survey of Buying Power



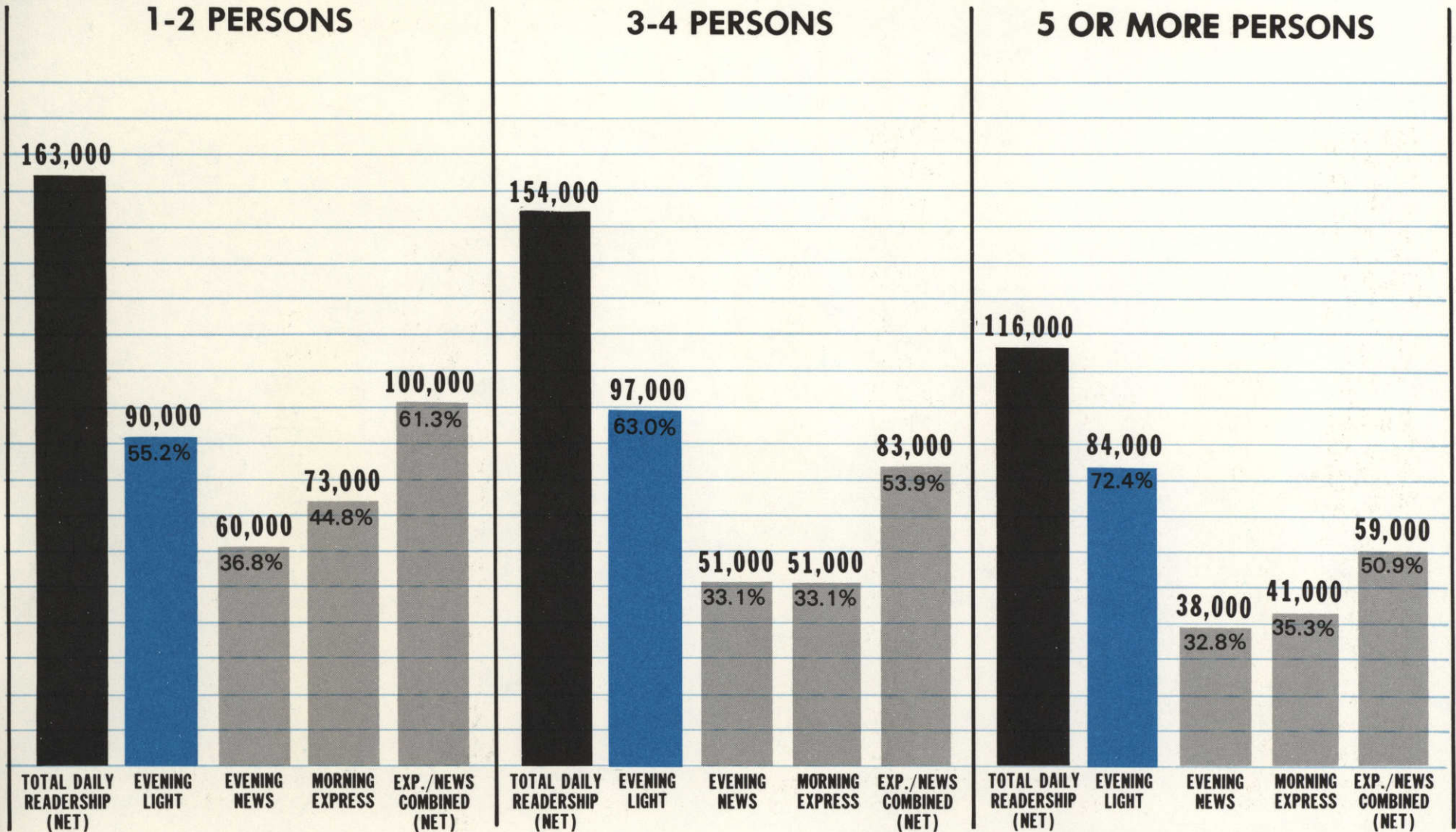
METRO SAN ANTONIO
**NEWSPAPER
READERS
BY SIZE OF
HOUSEHOLD**



DAILY COVERAGE

ADULT READERS BY SIZE OF HOUSEHOLD

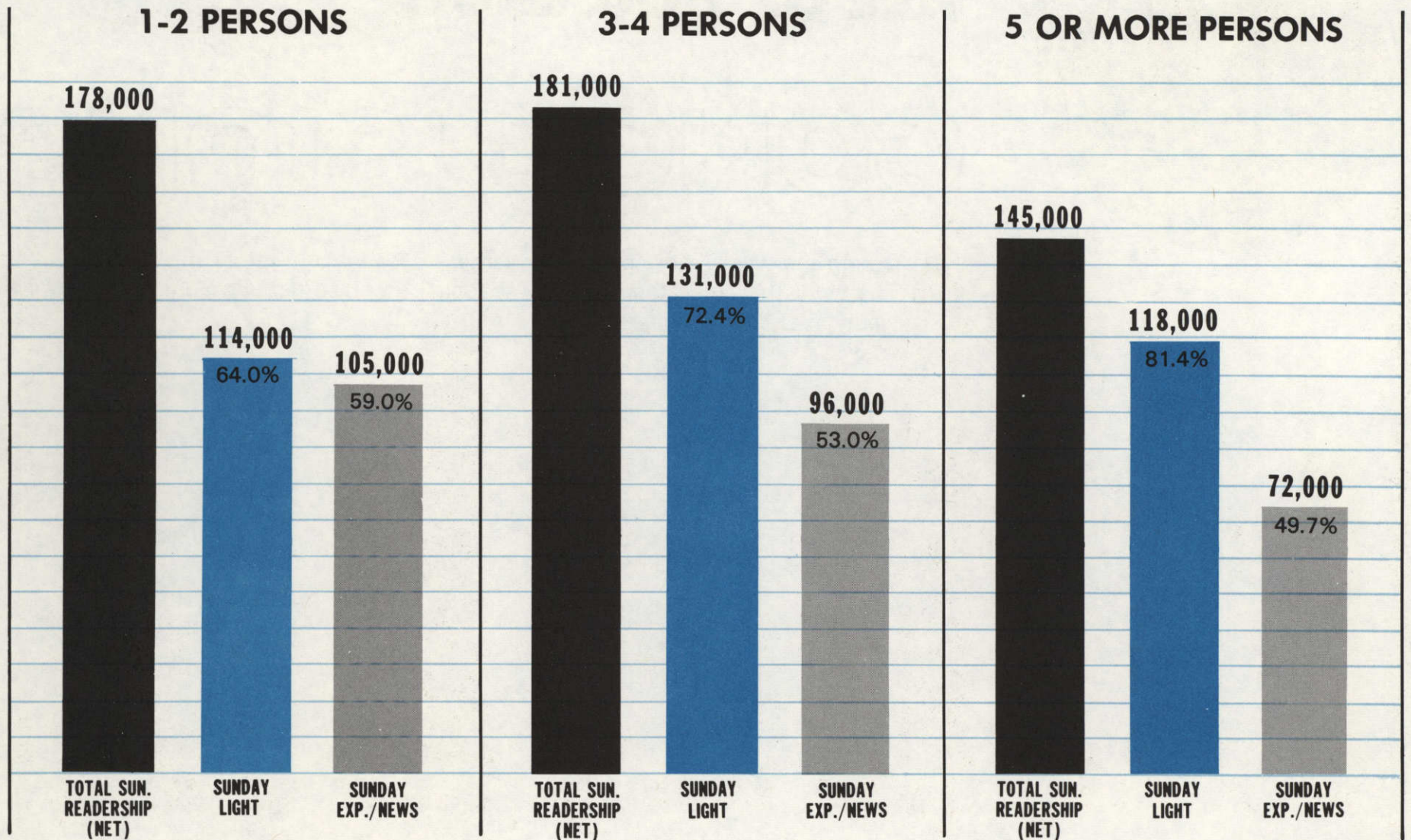
EXAMPLE: 116,000 adults who live in households of 5 or more persons read a San Antonio daily newspaper. Of these readers, 84,000 or 72.4% read the Light.





SUNDAY COVERAGE

ADULT READERS BY SIZE OF HOUSEHOLD

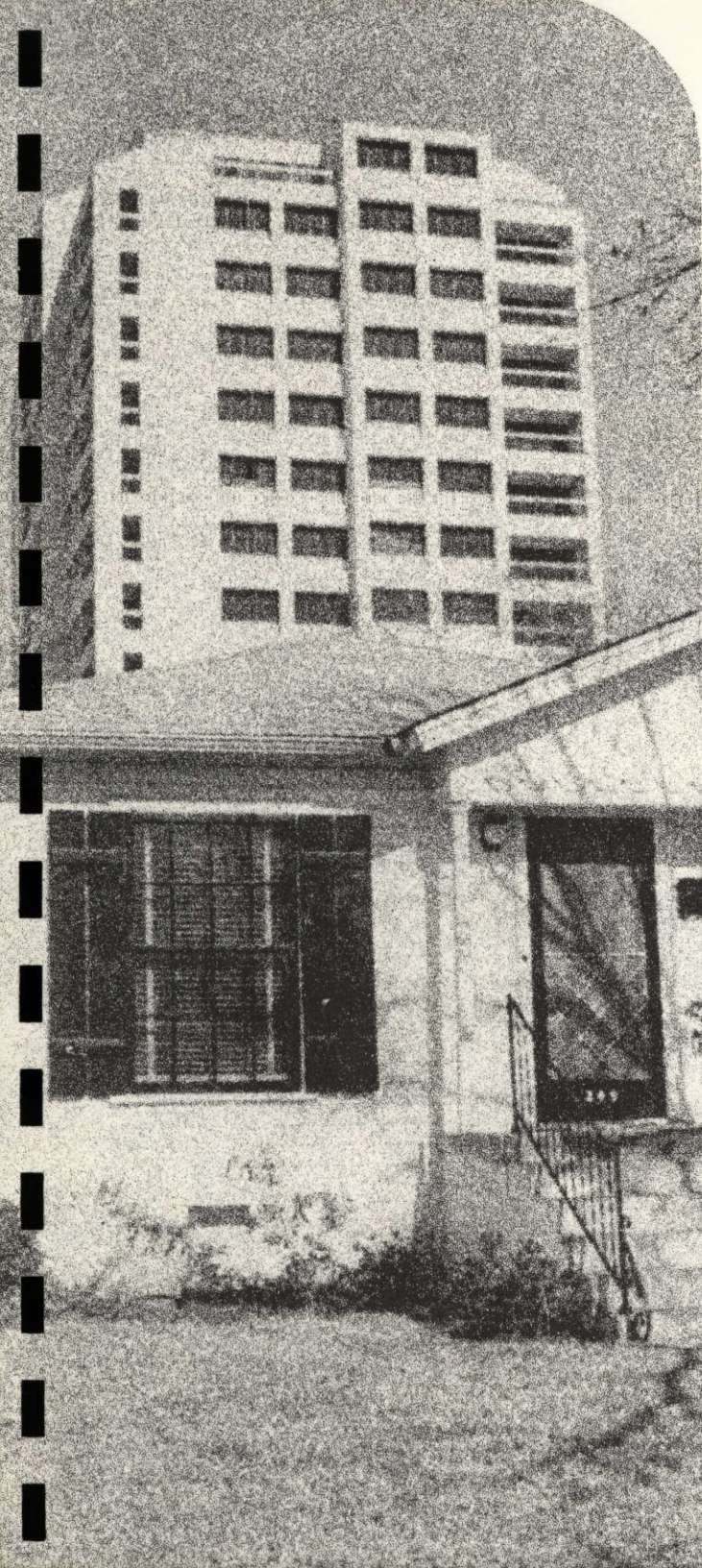




METRO SAN ANTONIO
**ADULT READERS BY
SIZE OF HOUSEHOLD**

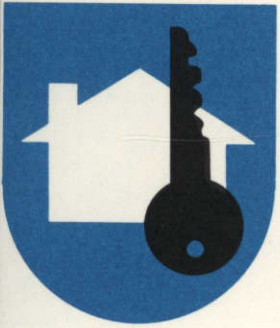
CONCLUSIONS

- During the week, more persons in larger households (three or more people) read The Light than the other two newspapers' combined net. On Sunday, The Light leads in all categories.



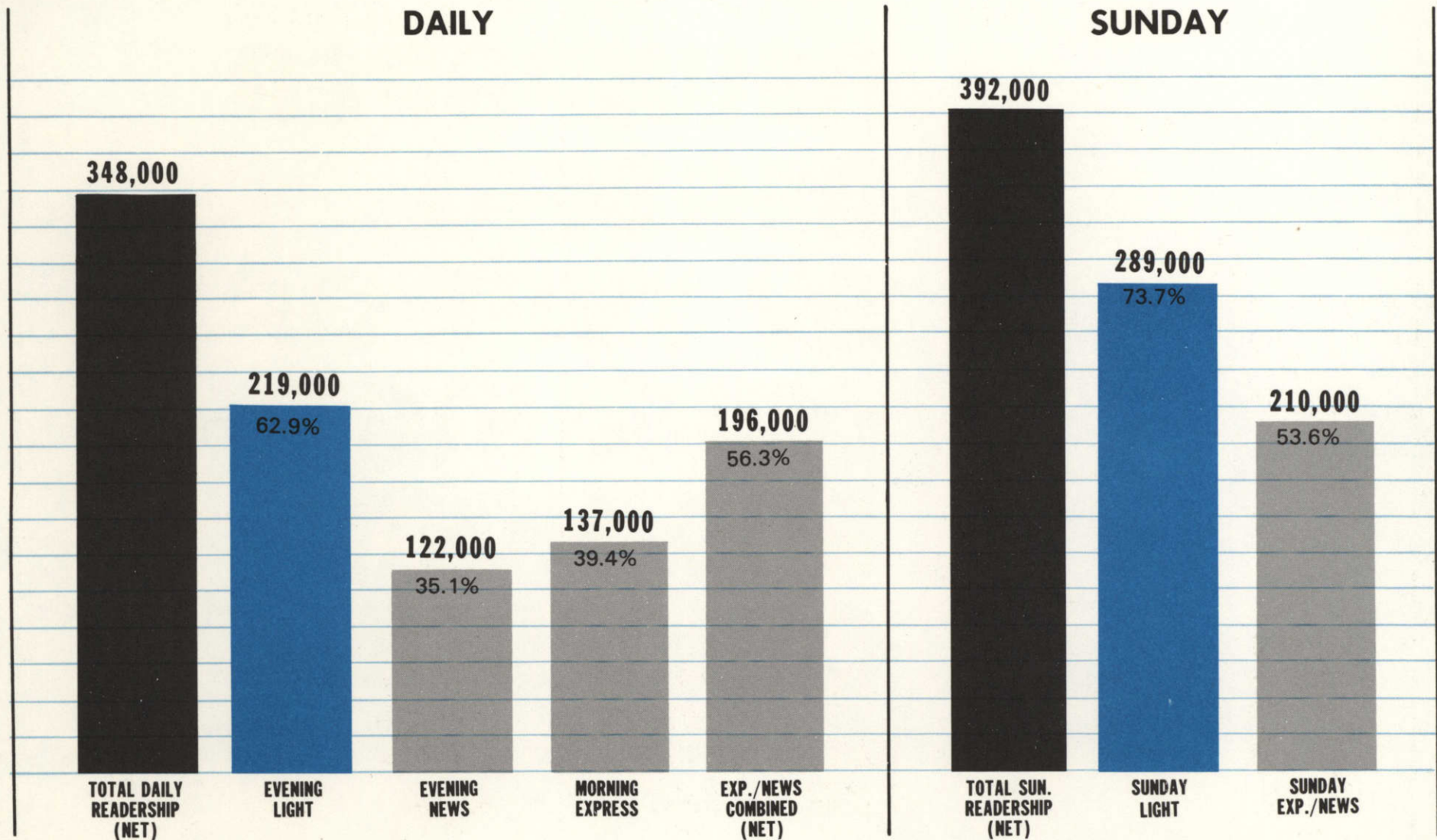
METRO SAN ANTONIO

**NEWSPAPER
READERS
BY TYPE OF
DWELLING
AND HOME
OWNERSHIP**



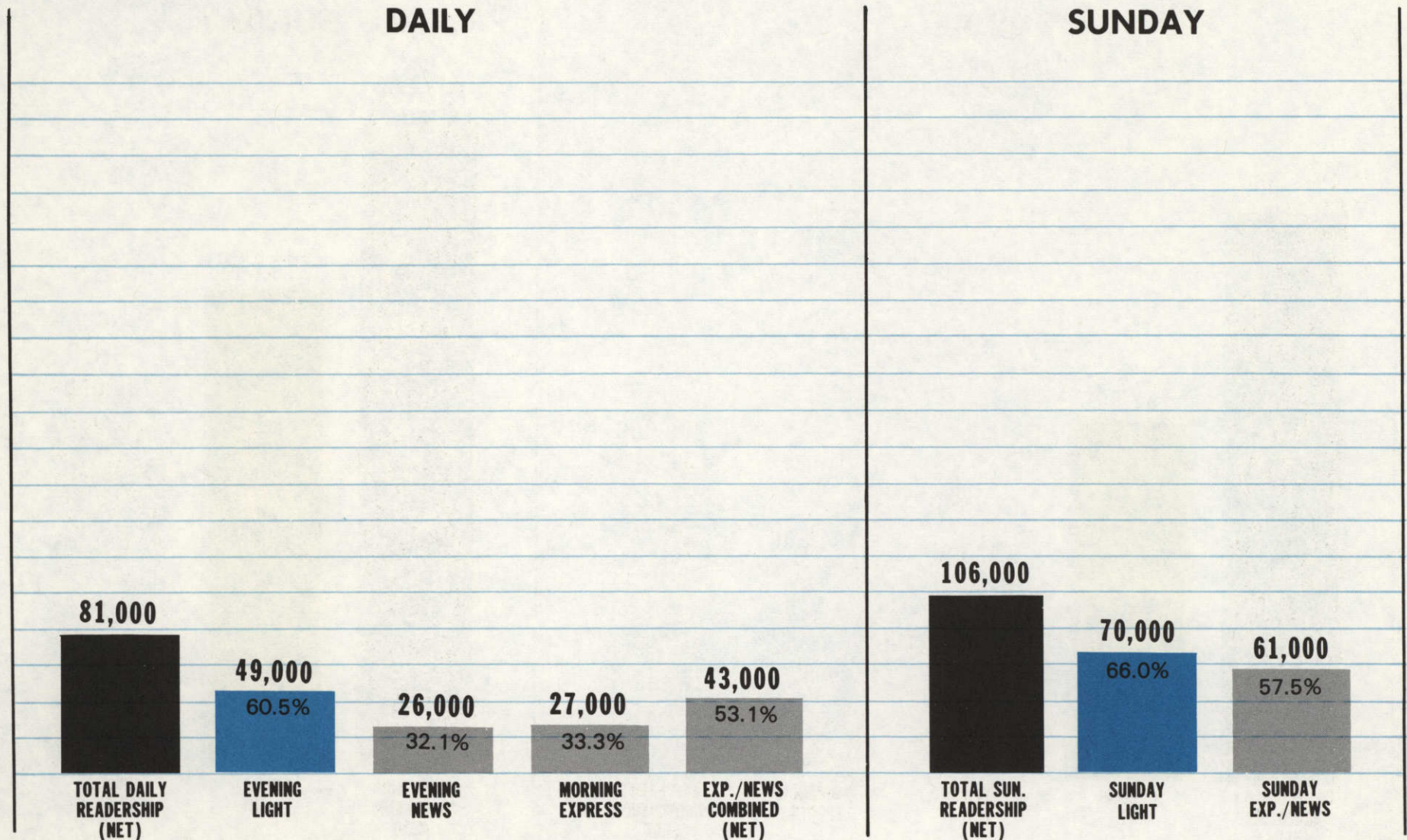
METRO SAN ANTONIO ADULT READERS BY HOME OWNERSHIP

EXAMPLE: 348,000 adults own their home (any type of dwelling unit). Of these home owners 219,000 or 62.9% read the daily Light.





METRO SAN ANTONIO ADULT READERS WHO RENT

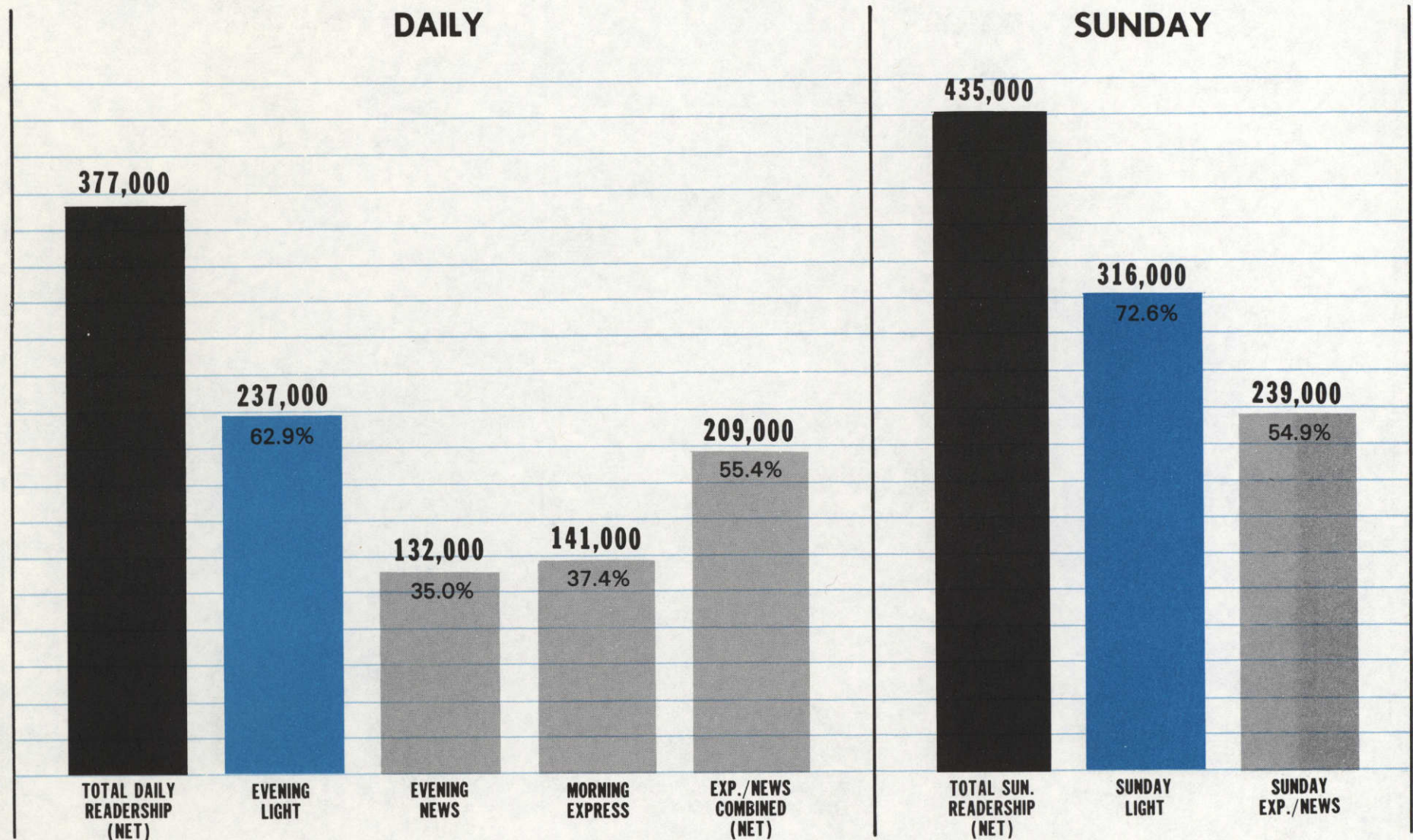




METRO SAN ANTONIO

ADULT READERS BY TYPE OF DWELLING

SINGLE UNIT HOUSE

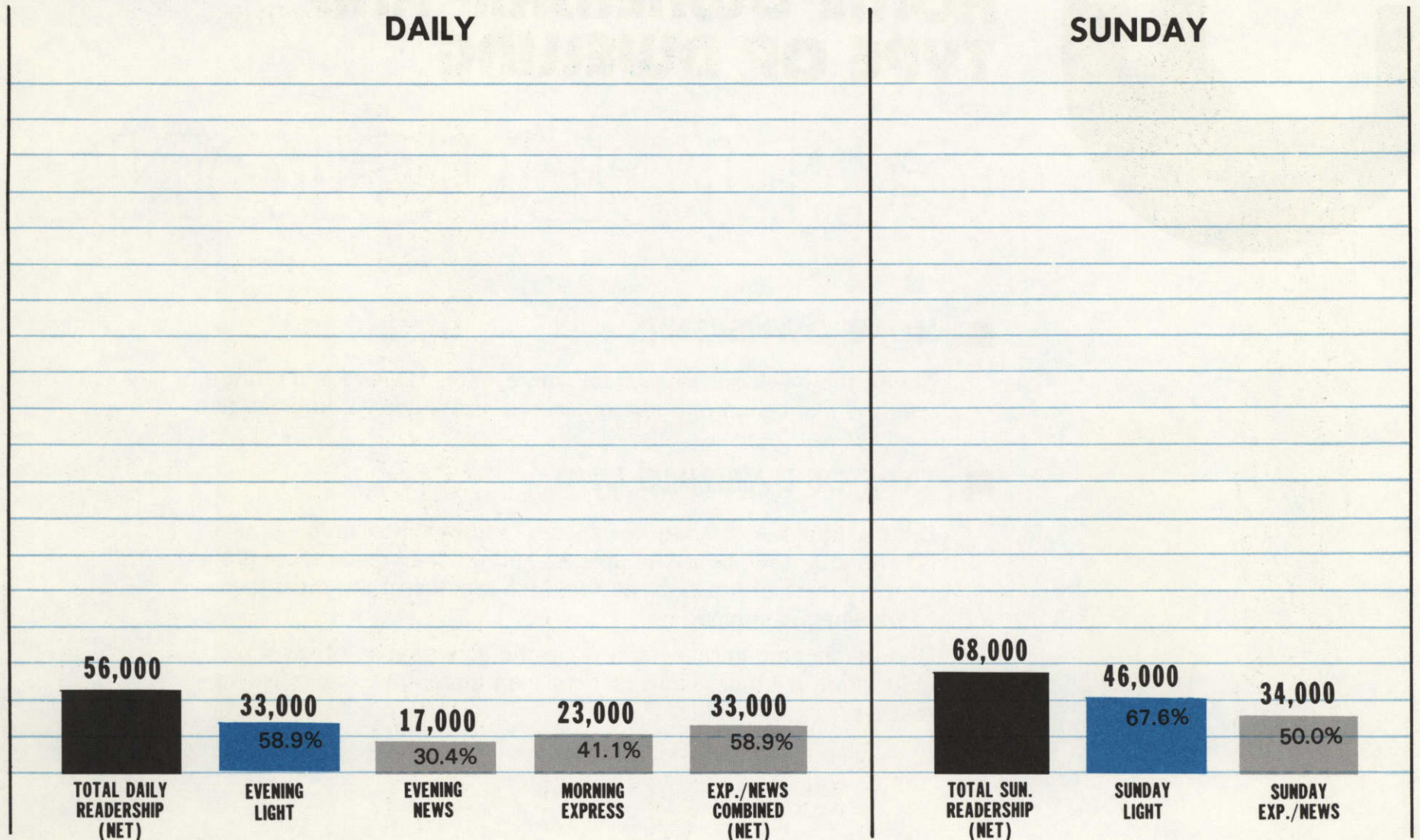


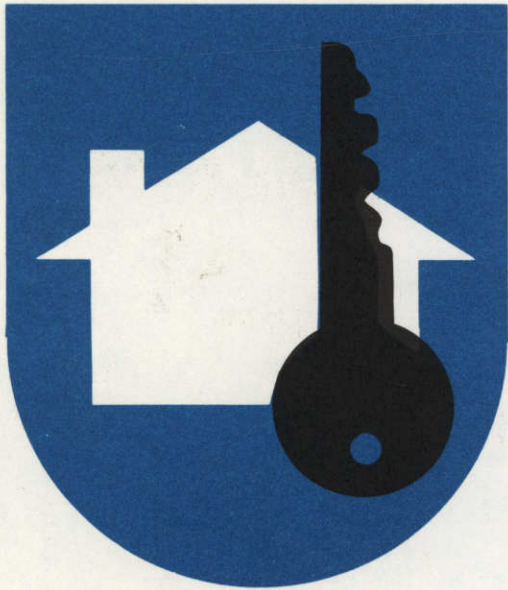


METRO SAN ANTONIO

ADULT READERS BY TYPE OF DWELLING

APARTMENT, DUPLEX, TOWNHOUSE, MOBILE HOME





METRO SAN ANTONIO
**ADULT READERS BY
HOME OWNERSHIP AND
TYPE OF DWELLING**

CONCLUSIONS

■ HOME OWNERSHIP

During the week and on Sunday, more home owners and renters read the Light than read the other two newspapers' combined net.

■ TYPE OF DWELLING UNIT

During the week, among newspaper readers who live in apartments, townhouses, duplexes and mobile homes, there are as many readers of the Light as there are readers of the other two newspapers' combined net.

On Sunday, among readers living in the above types of dwelling units, there are more Light readers than there are Express/News readers.



THE LIGHT IS SAN ANTONIO'S LEADING NEWSPAPER

Light readership **LEADS** the **COMBINED** readership of the other two newspapers by:

- **Total Adults**
- **Exclusive Adults (Persons Reading Only One Paper)**
- **Men**
- **Women**
- **Young men and women**
- **Middle aged men and women**
- **Older men and women**
- **Households with the majority of the buying power**
- **Persons in larger families**
- **Home owners**
- **Home renters**
- **Persons in single family units**

The Light has presented the results of this Belden Continuing Market Study in the interest of the business community. It is hoped that this contribution will help those responsible at decision making levels to more readily and factually evaluate the marketing impact of the San Antonio newspapers.

Certainly, over the years, the circulation vitality of The Light,

both daily and Sunday, has indicated The Light's leadership role in the San Antonio market. And the majority of retailers have readily attested to the responsiveness of The Light's readers through their overwhelming lineage endorsement.

The Light will maintain its policy of solid editorial character and continually improve the quality of an award winning product.

TECHNICAL NOTES

The Belden Continuing Market Studies are information-gathering systems designed to provide a continuous flow of data, custom designed for the sponsoring newspapers, yet meeting all national criteria for newspaper research. The methods employed are described below; greater details, the questionnaires, and interviewing instructions are available on request.

SAMPLE

The sample is of probability design, using several stages of stratification, clustering of households, and random selection of one adult respondent from each household drawn into the sample.

Universe

The universe is defined as all persons 18 or older residing in households in the SMSA, Total Market Area (TMA), or Area of Dominant Influence (ADI). (See "The Study in Brief.")

Respondents

The respondents are defined as male and female adults age 18 or older.

Size of Sample

The size of sample varies from market to market, ranging from 500 to 4,000 or more interviews per year. (See "The Study in Brief.")

Allocation of Starting Points

Interviewers are directed to begin making calls at specified starting points, and then to follow a predesignated route until a cluster of interviews is completed for each starting point.

The required number of random points is distributed among counties in the universe in proportion to their population. The stratification is based on 1970 Census data or more recent estimates from Sales Management Survey of Buying Power or other sources. The number of points is determined by dividing the average number of interviews expected per cluster into the total sample. Clusters average about four interviews.

Within counties, starting points are stratified by size of place. All cities of 20,000 population or more are automatically included in the sample, proportionate to size. All other towns and rural places are selected with probability proportionate to size, clustered to increase efficiency.

Selection of Starting Points

The actual selection of starting points is accomplished by a method called "half-open intervals from random starts." Rather than maps, this device uses telephone directories, which list households by address within recent months and with well-known accuracy. As will be seen below, although the starting points come from the telephone directory, the sample automatically includes the correct proportion of non-telephone homes.



San Antonio Light

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