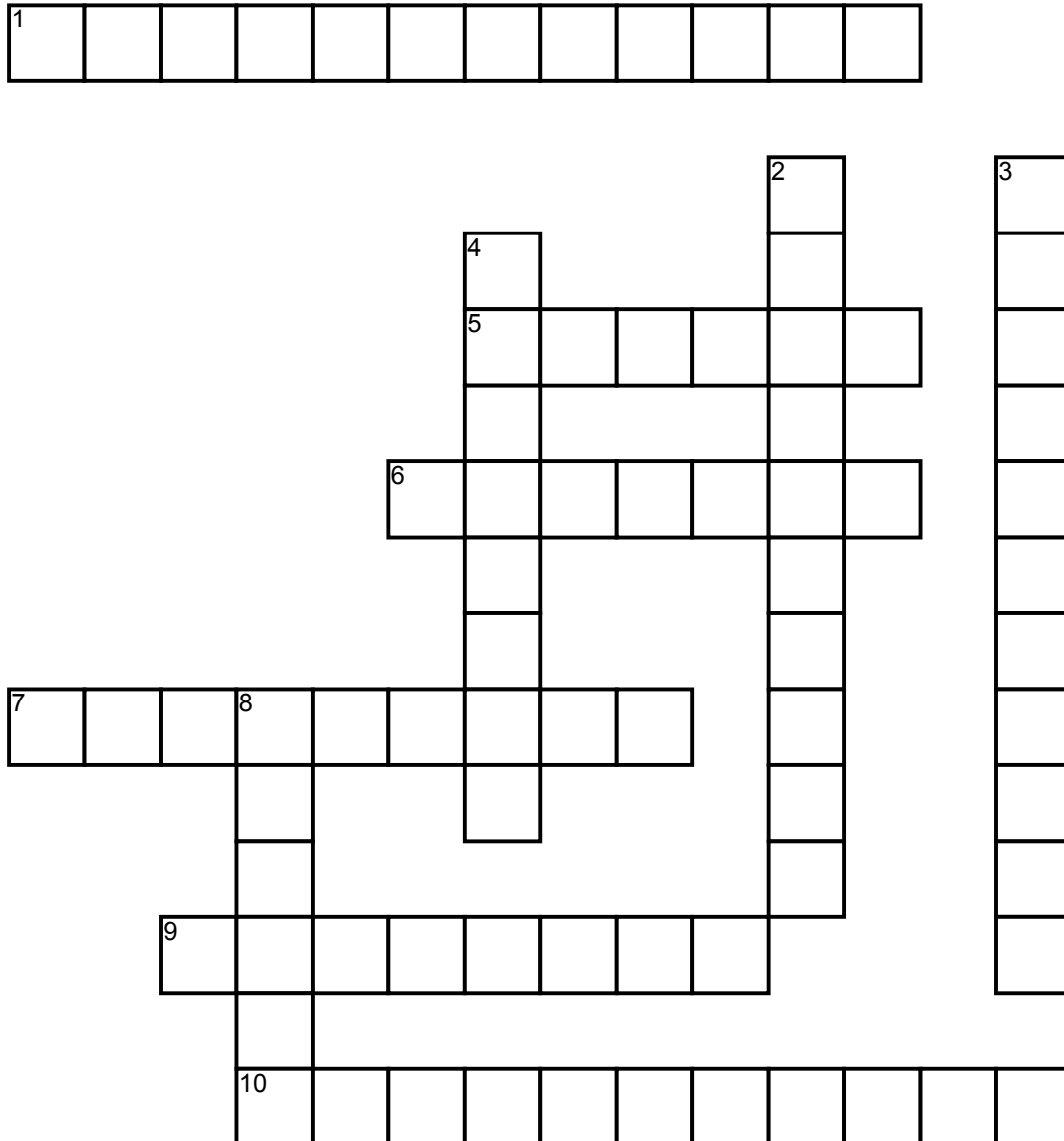


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Media Ratings and Target Marketing



## **Across**

1. purpose of ratings provide advertisers and television programmers with an estimate of the \_\_\_\_\_

5. measure the popularity of the program in terms of the number and proportion of viewers

6. measures television and cable television ratings

7. \_\_\_\_\_ meters measures TV set tuning

9. Type of error similar to public opinion polling, ratings also have margins of error built into them

10. look at the size of specific subgroups based upon certain basic social features of audience

## **Down**

2. Errors by sampling households instead of individual viewers.

3. The error that recruits subjects

4. measures broadcast radio

8. Dividing the viewing public into homogeneous groups called \_\_\_\_\_