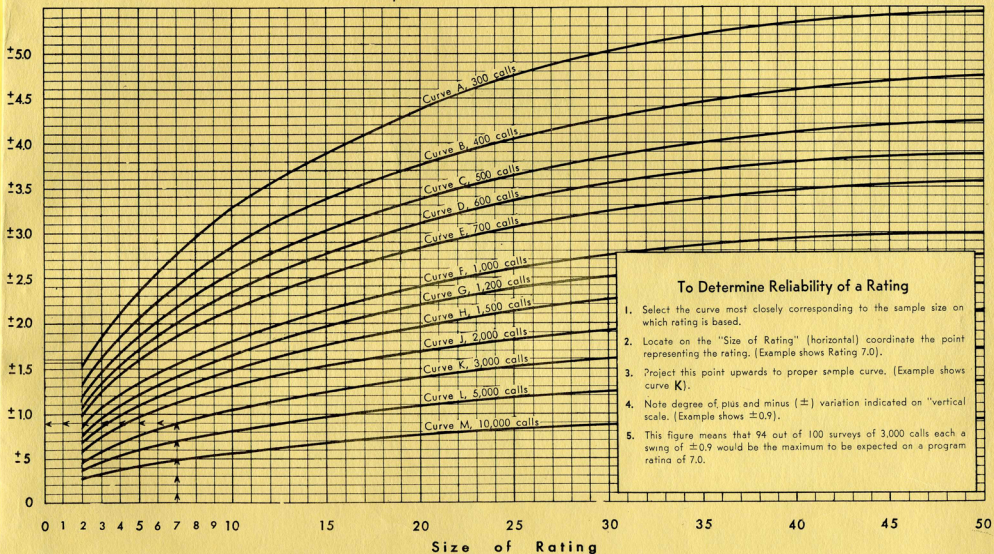


# CHART FOR DETERMINING THE RELIABILITY OF A RATING

These curves are drawn at 1.9 sigma. They show the maximum statistical variation expected in 94 of every 100 samples.



## To Determine Reliability of a Rating

1. Select the curve most closely corresponding to the sample size on which rating is based.
2. Locate on the "Size of Rating" (horizontal) coordinate the point representing the rating. (Example shows Rating 7.0).
3. Project this point upwards to proper sample curve. (Example shows curve K).
4. Note degree of plus and minus ( $\pm$ ) variation indicated on "vertical scale. (Example shows  $\pm 0.9$ ).
5. This figure means that 94 out of 100 surveys of 3,000 calls each a swing of  $\pm 0.9$  would be the maximum to be expected on a program rating of 7.0.