13/6/16
Communications
Broadcasting
WILL Development Marketing Data Reports, 1984-93

Box 1:

Radio Data

Arbitron Audience Data, Spring 1984-Spring 1988 (8 folders)
  Data Tables, 1988
  Radio Mechanical Diary, Spring 1989
  Audience Data, Spring 1990 (2 folders)
  Radio Mechanical Diary Data, Spring 1990
  Data Tables, 1990
  Audience Data, Spring 1991
  Data Tables, 1991
  Audience Data, Spring 1992

Box 2:


TV Data

Nielsen Index, 1985-91 (8 folders)
Trac Research Report, 1988
  Research Sweep Data, 1989
PBS (Public Broadcasting System) Qualitative Ratings Report, Spring 1987
  National Program Service Report, Fall 1991
  National Audience Report, 1992-93

Box 3:

PBS Station Audience Report, 1986, 1991-93
Nielsen County Coverage Studies, 1985-90
Audience Study, 1986

The materials listed in this document are available for research at the University of Illinois Archives. For more information, email illiarch@illinois.edu or search http://www.library.illinois.edu/archives/archon for the record series number.