

Math in the Media: Activity 3



Math In The Media



Math Activity

Using the figure (1) rating point is equal to 1 million, 55 thousand TV homes: have students look at the chart of top TV shows for this week, found at <http://www.usatoday.com/life/enter/tv/nielsen.htm>

(NOTE: The chart below has been customized so that students can calculate the answers.)

They should be able to MULTIPLY the rating for a specific show BY 1, 055,000 to come up with the total number of viewing households for a particular show. (NOTE: Households can contain more than one person, so actual number of viewers is not known)

Nielsen Media Research Top 20 Week of June 16 – June 23, 2002

Rank	Program Name	Network	Day Time	Rating	Share	Households
1	CSI	CBS	9:00PM Thu	9.8	18.0	_____
2	EVERYBODY LOVES RAYMOND	CBS	9:00PM Mon	8.9	15.0	_____
3	48 HOURS- MONDAY	CBS	10:00PM Mon	8.8	15.0	_____
4	BECKER	CBS	9:30PM Mon	8.0	13.0	_____
5	LAW AND ORDER	NBC	10:00PM Wed	7.7	13.0	_____

6	60 MINUTES	CBS	7:00PM Sun	7.5	16.0	_____
7	LAW AND ORDER:SVU	NBC	10:00PM Fri	7.1	13.0	_____
8	DATELINE NBC- TUE	NBC	10:00PM Tue	6.9	12.0	_____
9	PRICE IS RIGHT: US MARINE(S)	CBS	8:00PM Thu	6.9	14.0	_____
10	KING OF QUEENS	CBS	8:00PM Mon	6.8	13.0	_____
11	PRIMETIME THURSDAY	ABC	10:00PM Thu	6.7	12.0	_____
12	YES, DEAR	CBS	8:30PM Mon	6.7	12.0	_____
13	DOG EAT DOG	NBC	9:00PM Mon	6.4	11.0	_____
14	JAG	CBS	8:00PM Tue	6.4	12.0	_____
15	AMERICAN IDOL-TUESDAY	FOX	9:00PM Tue	6.2	11.0	_____
16	DATELINE FRI	NBC	8:00PM Fri	6.2	13.0	_____
17	LAW AND ORDER:CRIM INTENT	NBC	9:00PM Sun	6.2	11.0	_____
18	60 MINUTES II	CBS	8:00PM Wed	6.1	12.0	_____
19	CBS WEDNESDAY MOVIE	CBS	9:00PM Wed	6.1	11.0	_____
20	FRIENDS	NBC	8:00PM Thu	6.0	12.0	_____