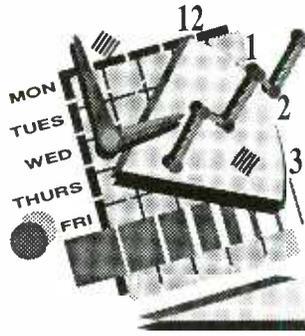


Radio Programmer's Guide to Arbitron



ARBITRON



Radio Programmer's Guide to Arbitron

•

ARBITRON



About Arbitron

Since 1964, Arbitron has been measuring radio listening (and since 1949, television viewing).

Arbitron uses a personal, seven-day diary to measure radio audiences in 260 markets in the U.S., with about 80 markets measured year-round. Survey participants are randomly selected from a list of all telephone households using both listed and unlisted numbers. Arbitron contacts each household, asking them to participate. Once the household consents, diaries are sent to all household members 12 years of age and older.

The diary contains space to write in day, time and location when listening, in addition to the station being listened to. At the end of the week, diaries are sent back to Arbitron, where the listening entries are tabulated. The returned diaries are available for review by subscribers after each survey is released at Arbitron's Laurel, Maryland, headquarters.

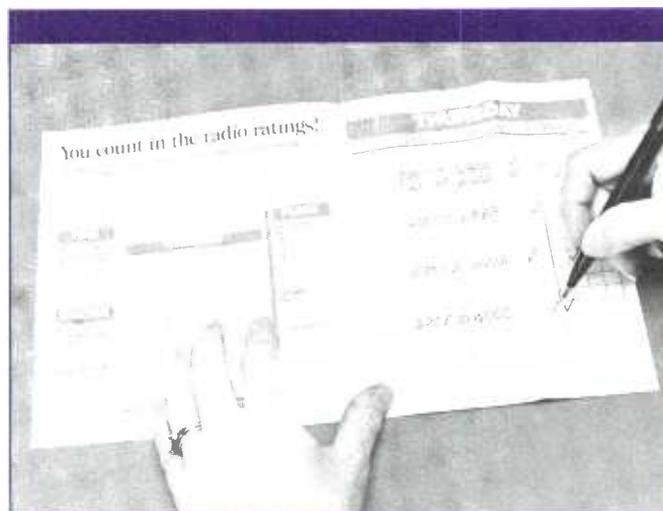




Table of Contents

Introduction	iv
1 / Station Information Packet	1
Multi-City I.D.	
Programming Schedule	
Sports Programming	
Station Information Form	
2 / Analyzing the Market Report: The Basics	3
Rating	
Share	
Average Quarter-Hour	
Cume Persons	
Time Spent Listening	
Comparing AQH, Cume and TSL	
Recycling	
Turnover	
Reach and Frequency	
3 / The Local Market Report	15
Market Overview	
Target Audience	
Specific Audience	
Audience Composition	
Hour-by-Hour	
Listening Locations	
Exclusive Audience	
Overnight Listening	
Cume Duplication Analysis	
4 / Diary Inspection	21
TALO	
Call Letters	
Comments	
Questionable Entries	
Ascription	
Client Services Visit	



5/AID/Arbitron Information on Demand	23
Programmer's Package	
Geographic Breakouts	
Custom Dayparts	
Monthly and Weekly Breakouts	
Recycling	
Reach and Frequency	
Ethnic Listening	
Working Persons	
Audience Duplication	
<hr/>	
6/Arbitrends	27
<hr/>	
7/Additional Products and Services	29
Mechanical diary for your station	
Radio FasTraQ	
CrossTraQ	
County Coverage	
Radio Fingerprint	
Special Studies	
<hr/>	
8/Special Station Activities	31
Ratings Distortion	
Ratings Bias	
Extemporaneous Comments	
<hr/>	
References	33
<hr/>	
Review of Formulas	35
<hr/>	
Glossary	37
<hr/>	



Introduction

Radio programming is increasing in its complexity and so is the quantity of valuable information. It can be difficult for a program director to keep on top of all this data in any depth.

Many of Arbitron's radio services have been designed to assist the programmer. The *Radio Programmer's Guide to Arbitron* is a reference manual on using these services to your best advantage.

The first three chapters answer questions you may have about how data on which Arbitron audience estimates are based are assembled and utilized. Chapter 1 is about the Station Information Packet. This packet contains questionnaires sent to every radio station being surveyed, prior to each market's survey. The purpose of this chapter is to assist you in the preparation of these forms so that you can receive the maximum listening credit to which your station is entitled. This form must be submitted prior to each survey period and should be updated as changes occur.

Chapters 2 and 3 show you how to break out the information in your local market report. The terminology used in radio research is explained in an easy-to-understand manner. These chapters tell you what each section of your market report means to you and how understanding the report can give you a clear picture of your station's position in the market.

Diary Inspection is the subject of Chapter 4. It tells you about how Arbitron uses diaries to



calculate listening estimates and why a visit to Arbitron's Client Services facilities can provide you with a behind-the-scenes look at your listeners and how they perceive your station.

Chapter 5 is about Arbitron Information on Demand (AID), a computer-based system exclusive to Arbitron that allows you to customize actual listening data for better programming. Chapter 6 describes Arbitrends, a computer service that provides updated data directly to your station every month to track your audience flow.

Chapter 7 tells about Additional Products and Services available to you through Arbitron, such as Radio FasTraQ and CrossTraQ.

Chapter 8 talks about Special Station Activities. These are station promotions, programming or advertising that could bias or distort the ratings or affect the credibility of the results. Knowing the rules could help your station from being delisted from the report.

The final section contains a review of the formulas mentioned throughout this guide; a glossary, which contains definitions of Arbitron terminology; and a list of reference materials from Arbitron so you can get additional information you might need.

It's no secret that radio remains a highly competitive medium. The *Radio Programmer's Guide to Arbitron* addresses that reality; it was written especially to give you that competitive edge in the marketplace. The *Arbitron Radio Market Report Reference Guide* ("A Guide to Understanding and Using Radio Audience Estimates"), available to you through your Arbitron representative, takes you on a tour of the ratings book. Together, these two guides show you how to use Arbitron ratings as your most important tool in making timely, comprehensive and informed decisions.

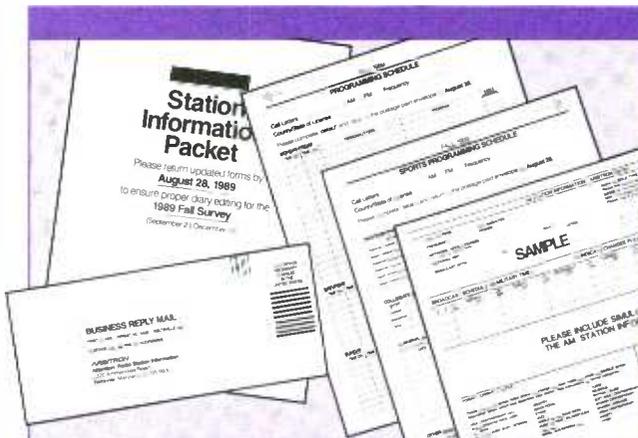




Station Information Packet

Get all the listening credit your station deserves

Prior to each ratings period, Arbitron sends each station general manager a Station Information Packet. Your market may receive a Station Information Packet up to four times a year, prior to each survey. The packet contains questionnaires about your station's programming and facilities which need to be answered in order to determine audience estimates. It is



essential that you complete these forms thoroughly and accurately and return them to Arbitron before the deadline indicated. It's the best insurance to have your station receive proper credit for listening recorded by diarykeepers. Should there be changes to the form during the survey period, update them immediately.

Remember to read everything that comes from Arbitron. Most correspondence from Arbitron is addressed to your general manager. Make sure this material is circulated. Arbitron wants you to do well, but we can't help you if we don't know who you are.

The Station Information Packet (SIP) contains explicit instructions on such topics as:

Multi-City I.D.

Use this form only if your station has changed its alternate city of identification since the previous spring. (This form appears only in the spring packet.)



Programming Schedule

Occasionally, listeners will jot down the name of a program or on-air personality without using your call letters and frequency. You must submit specific information to Arbitron to be sure that this listening is credited to your station. For example, what are the names of your disc jockeys or station personalities?

Sports Programming

Is your station the radio home of a sports team? To receive proper crediting, Arbitron's diary editors must be informed that you carry the play-by-play.

Station Information Form

Also known as the facilities form, this details such information as what slogans your station uses, your frequency and call letters. Verify each item carefully and update it where necessary by drawing a line through any incorrect data and replacing it with the correct information where indicated.

It is helpful to note that you may only claim slogans which are used on the air at least once per hour. If you commonly refer to your station by an inexact frequency ("FM 93" rather than 93.5, for instance), be sure to list the whole number version in the slogan identification part of the form to ensure that you receive proper credit.

As often as your market is surveyed, you will be sent a list of slogans submitted by all the stations in your market. This gives you the opportunity to check for slogan conflicts between you and your competitors. If there is a conflict, it must be resolved with your competitor. Arbitron should then be notified of the outcome.

Be sure to update Arbitron between SIPs if you have any changes to report, like adding sports broadcasts, a new on-air personality or a change in slogan. Notify the Policies and Procedures department in such cases. This may be done by submitting a preprinted Update Request Form available from Arbitron or by writing to Arbitron's Station Activities Staff [at 312 Marshall Avenue, Laurel, Maryland 20707 (301-497-4703)] on your station's stationery.

It's a good idea to include the confirmation postcard when you return the Station Information Packet. By doing so, you can rest assured that Arbitron will be using the most accurate and up-to-date information possible when processing the diaries.



Analyzing the Market Report: The Basics

Your key to program decision making

The Arbitron Radio Market Report has been designed to provide the most important information about your station and your market in the most usable format possible. A proper analysis of your market report can tell you not only how well you're doing, but what you might do to improve your position.

This section deals with the basics in understanding ratings. Remember, the better you understand ratings terminology, the better you'll understand how to read your Radio Market Report and how to improve your station's ratings.

Understanding rating and share

Rating and share are the foundation of station analysis. In order to get a understanding of these two terms, imagine a pie. This pie represents the members of a specific demographic group in your market. Now picture one large slice cut from this pie—this will represent all the people currently listening to radio (the term *persons using radio* is often used). Next, imagine radio stations coming over and taking pieces of the slice we have cut. Each forkful will represent the listeners to each station.



Rating

Using this comparison, let's first understand the term *rating*. Rating is the number of people listening to your station compared to the number of people in a market. It is expressed as a percentage. In other words, a rating is the number of forkfuls taken compared to the entire pie.


$$\text{Rating (\%)} = \frac{\text{Persons listening to your station}}{\text{Overall population}}$$

For example, let's say there are 10,000 persons in the population we are measuring. In a given time period, there are 300 people listening to a station.

What's the station's rating? Well, we divide the station listenership by the overall population:

$$\frac{300}{10,000} = 0.03, \text{ or } 3\%$$

Therefore, the station's rating is a 3. There are different kinds of ratings, which we'll discuss later on.

Share

We said that the slice of our pie represented all the people using radio (PUR) in our demographic group and that each forkful represented station listening. Whereas a station's rating would be the ratio of the number of forkfuls taken to the entire pie, a station's *share* would be the comparison between the forkfuls to the slice of the pie. Or, a share is the number of people listening to your station at a specific time compared to all the people listening to radio at this specific time. Share is expressed as a percentage.

$$\text{Share (\%)} = \frac{\text{Persons listening to your station (PUR)}}{\text{All persons listening to radio}}$$

We said previously that 300 persons were tuned to a specific station. Instead of comparing these 300 persons to the overall population (10,000), we are only going to compare them to people who are listening during this specific time period. If 5,000 people are listening during this time period, then the station's share can be figured out by dividing 300 by 5,000:

$$\frac{300}{5,000} = 0.06, \text{ or } 6\%$$

Therefore, the station's share is 6%. Like ratings, there are different kinds of shares, which we will discuss as we continue.

AQH, Cume and TSL

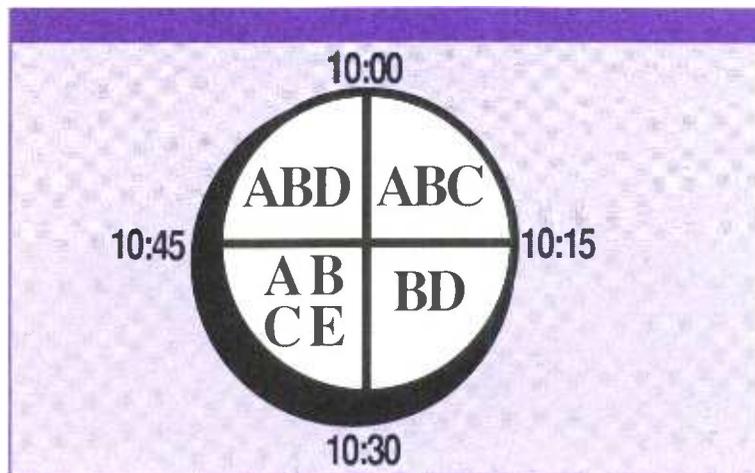
While rating and share may be the foundation of radio research, there are three building blocks which are the key to understanding who your audience is. They are:

- average quarter-hour;
- cume;
- time spent listening.

Average Quarter-Hour

Each hour is divided into four equal parts called quarter-hours. Average quarter-hour persons is the average number of persons (from a specific demographic group) listening to a radio station for at least five minutes during an average quarter-hour, in a given time period.

For example, let's say you want to know how many Persons 18-34 listen between 10AM-11AM. Now imagine a clock divided into four quarter-hours (see diagram). During our first quarter-hour (10:00-10:15), Person A, Person B and Person C were listening. In the next quarter-hour (10:15-10:30), A and C tuned out, while D tuned in. During the 10:30-10:45 quarter-hour, A,B, C and E were listening. Finally, in the last quarter-hour, A, B and D were listening.



Now we need to figure out what the average quarter-hour persons, or AQH persons, is for 10AM-11AM, Persons 18-34. In the first quarter-hour, 3 people were listening, 2 people listened in the second quarter-hour, 4 people during the next quarter-hour and 3 people during the final quarter-hour. Adding these together, we get a total of 12. But since we need to know the average number of listeners during the hour, we need to divide by 4 (the number of quarter-hours).

Therefore, we had an AQH Persons of 3 during the 10AM-11AM time period.

AQH rating and share

We previously said that there were different kinds of ratings and shares. Two kinds are average quarter-hour rating (AQH rating) and average quarter-hour share (AQH share). AQH ratings are the average quarter-hour persons for the time period compared to the population of the demographic group.

$$\text{AQH Rating} = \frac{\text{AQH Persons}}{\text{Population}}$$

Let's assume that the AQH persons for the station for 10AM-11AM is 30. Now let's assume there are 1,000 Persons 18-34 in the market. What is the AQH rating for the hour?

$$\frac{30}{1,000} = 0.03, \text{ or } 3\%$$

This AQH rating represents the percent of the population that your station reached during a specific daypart.

AQH share is a comparison of a station's AQH Persons to the total AQH Persons listening to radio in your market during the daypart being measured.

$$\text{AQH Share} = \frac{\text{AQH Persons}}{\text{Total AQH Persons}}$$

Our AQH Persons (PUR) is 30. Now let's say our Total AQH Persons is 800. What is the AQH share?

$$\frac{30}{800} = 0.0375 \text{ or } 3.75\%$$

Therefore, our AQH share is 3.75%. That means that for all the members of a demographic group listening to radio during that specific time period, 3.75% are tuned to your station.



What can AQH show you?

Average quarter-hours (AQH) is often most closely related to the quality of programming. Once listeners find your station, do they stay? And for how long?

A wealth of information can be gleaned from these figures by breaking them out for your station and its competitors by daypart and by demographic groups.

Among the many factors influencing these AQH estimates are:

- market size and number of stations;
- number of format competitors;
- type of format;
- music selection and rotation;
- number and frequency of commercial announcements;
- popularity and suitability of on-air personalities;
- on-air promotions.

The best overview of changes in average quarter-hour audience is provided in the Metro Audience Trends section of your market report.

Cume Persons

Cume persons is the number of different people listening to a station during a specific time period for at least five minutes. Unlike AQH persons, which counts some of the listeners more than once because they listened during more than one quarter-hour, cume persons counts each person listening during a specific time period only once. Going back to our previous example of the clock, there were 5 different persons who listened over the course of the hour (Persons A, B, C, D and E). Therefore, this station had a cume persons of 5.

There are different ways to express cume. Cume rating is the cume persons for the time period compared to the population of the demographic.

$$\text{Cume Rating} = \frac{\text{Cume Persons}}{\text{Population}}$$

Let's assume our cume persons is 50 and that the population is 10,000. So what's the cume rating?

$$\frac{50}{10,000} = 0.005, \text{ or } 0.5\%$$



What can cume show you?

The broad strokes of listening in each market are painted in the cume figures. Sustained changes in cume are the most basic indication that your audience is undergoing any meaningful growth or shrinkage.

The cume rating can be very helpful in studying audience trends from season to season. Also, cume alone can be enlightening in determining the answers to questions like the following:

- Did my ad campaign pay off? With other factors remaining equal (like geographic coverage and competitive factors), a major advertising campaign can be expected to cause an increase in the number of listeners sampling your station.
- Did my promotion attract more listeners?
- Did technical improvements achieve the desired results? An increase in power, tower height or audio improvements can increase the potential audience for your station.
- How much of the population sampled my station?
- Did a new competitor cause a drop in audience? A new station with the same or similar format may cause listeners to switch the dial, but they often continue to sample both stations. A drop in exclusive cume (those listening to your station only) often results when a new competitor enters the marketplace. Conversely, exclusive cume will often increase when a competitor leaves the format.

Breaking out the cumes for your station and your competitors by demo and dayparts can also point out:

- an increase in young listeners during the day in summer when school is out;
- an increase for stations specializing in news and services, particularly in morning drive, during a season of severe weather;
- an increase for stations carrying sports broadcasts, especially during play-offs.

Time Spent Listening

Time Spent Listening is a comparison of cume to quarter-hour audience. TSL demonstrates precisely how long the average listener stays with the station.

The formula for Time Spent Listening (TSL) is as follows:

$$\text{TSL} = \frac{\text{AQH Persons} \times \text{Number of Quarter-Hours in Daypart}}{\text{Cume Persons (of corresponding daypart)}}$$

Here's how TSL is figured out. Let's say we have an AQH Persons of 300 and our cume persons is 5,000. Now let's say we want to figure our TSL for the weekday morning drive (Mon-Fri 6AM-10AM), which consists of 80 quarter-hours. Our example would be:

$$\text{TSL} = \frac{300 \times 80}{5,000} = \frac{24,000}{5,000} = 4.8 \text{ quarter-hours}$$

Please note that this formula can be applied to Monday-Sunday listening or any daypart for your station and others in the market. If you are calculating TSL for a station that is not on the air for the entire daypart, remember to use only the number of quarter-hours that the station was broadcasting within that daypart.

Trends in TSL can also be determined by calculating TSL from one market report to the next, or from year to year.

For quick reference, here are the number of quarter-hours in each daypart:

DAYPART	NO. OF QUARTER-HOURS
Mon-Sun, 6AM-Mid	504
Mon-Fri, 6AM-10AM	80
Mon-Fri, 10AM-3PM	100
Mon-Fri, 3PM-7PM	80
Mon-Fri, 7PM-Mid	100
Mon-Sun, overnights	168
Sat (or Sun), 6AM-10AM	16
Sat (or Sun), 10AM-3PM	20
Sat (or Sun), 3PM-7PM	16
Sat (or Sun), 7PM-Mid	20

Once you have calculated the number of quarter-hours the average listener stays with your station, you can convert that figure to the number of minutes they listen (e.g., 4 quarter-hours = 60 minutes). For example, our 4.8 quarter-hours is equal to one hour and 12 minutes of listening (4 quarter-hours = one hour, 0.8 quarter-hour = 12 minutes).

What can TSL tell you?

If you determine that listeners hear you on the average for 33 minutes in morning drive, it will help you make a number of decisions, such as:

- How often should news stories be repeated?
- How frequently should we provide weather forecasts, traffic reports and sports scores?
- When can the morning personality repeat taped items without having too many listeners hear it twice?
- How frequently must we mention a major promotion to have most of our listeners hear it?

Remember, when basing decisions on TSL, you are using averages, which means many listeners hear you for longer periods of time and others hear you less.

Some factors influencing TSL are:

Market size: With more listening choices in larger markets, listeners may switch stations more frequently.

Format: As with turnover, some formats, such as all-news, tend to have shorter TSLs, and others, like easy listening, usually have high TSLs.

Target Audience: Some age/sex cells and ethnic groups tend to listen for longer periods of time than others.

Comparing AQH, Cume and TSL

To understand AQH, cume and TSL a little better, look at the chart below.



This chart illustrates that AQH is dependent on both cume and TSL, but cume and TSL are not dependent on each other. Why is this? Cume represents all your different listeners, while TSL is how much time these listeners spent listening to your station. Imagine you have an easy-listening radio station and an all-news station. Both have the same AQH audience. But they don't have the same cume or TSL: the all-news station could have a high cume but a low TSL, while the easy-listening station can have a low cume and a high TSL.

Another difference between cume and TSL is that cume depends on external factors, while TSL depends on internal factors. Cume is driven by, among other things, how good your technical facility is, how much

advertising your radio station is doing to attract listeners, how many stations in your market share your format and what your dial position is.

TSL, on the other hand, is driven by internal elements: the number of occasions of listening and how much time is spent listening during each of these occasions. (The number of occasions of listening can be further broken down by a term called *recycling*. We will discuss this term in depth a little bit later.)

We now know how TSL and cume differ. But how can you use this information with AQH audience to your advantage? Let's say you want to increase your AQH. Increasing your AQH will, of course, affect either your cume or TSL. How can you figure out the change in TSL and cume with the change in AQH? First, let's introduce you to a different formula. It's used to find out AQH audience if you know both the cume and the TSL. The formula is:

$$\frac{\text{Time Spent Listening} \times \text{Cume}}{\text{Number of quarter-hours in daypart}} = \text{AQH Audience}$$

If this formula looks somewhat familiar, it's because it's the TSL formula—only it's mathematically changed to find AQH. We found out earlier that our TSL was 4.8 and our cume was 5,000. We used in our example the weekday morning drive daypart, which has 80 quarter-hours. Therefore, if we substitute these numbers into our formula, we get an AQH audience of 300.

$$\frac{4.8 \times 5,000}{80} = 300$$

Now that we know the cume, TSL and AQH audience, we can set up a chart.*

Time Spent Listening (TSL)

	4.5	4.6	4.7	4.8	4.9	5.0	5.1	5.2	5.3
CUME									
4000	225	230	235	240	245	250	255	260	265
4250	239	244	250	255	260	266	271	276	282
4500	253	259	264	270	276	281	287	293	298
4750	267	273	280	285	291	297	303	309	315
5000	281	288	297	300	306	313	319	325	331
5250	295	302	308	315	322	328	335	341	348
5500	309	316	323	330	337	344	351	358	364
5750	323	331	338	345	352	359	367	374	381
6000	338	345	353	360	368	375	383	390	398

*Numbers rounded to the nearest whole.



You now know that if you want to increase your AQH audience to 330 (hypothetically), you would have to increase your cume to at least 5,500.

Remember, there are two strategies to increasing your AQH: improve your TSL or improve your cume. If you want to compare your TSL averages against stations with similar formats to yours, check with your national rep: they often provide national averages.

Other Basic Terms

There are other important terms that you need to know beyond rating, share, AQH, cume and TSL. Understanding these formulas will help you get the most out of the local market report.

Recycling

When we talked about TSL, we mentioned the term *recycling*. One important way to achieve a larger audience is to have listeners tune in for more than one daypart. The formula for recycling reveals what percent of listeners in one time period also listen to your station at another time of day.

$$\text{(%) Recycling} = \frac{\text{Cume Persons (for both dayparts)}}{\text{Cume Persons (for one daypart)}}$$

By using this calculation for various daypart combinations, you can demonstrate:

- what percentage of your morning drive audience tunes in for afternoon drive (vertical recycling);
- if you are recycling listeners from 7PM-Midnight to the morning of the next day;
- if most of your Monday-Friday listeners also hear your weekend programming (horizontal recycling).

To see how well you are recycling your audience, compare your current recycling to previous rating periods and to other stations in the market. Recycling reports are available in the Programmer's Package section of Radio AID.

In examining these figures, you will probably find good opportunities to increase audience recycling through special promotions and programming designed to entice listeners in one daypart to return for another daypart.



Turnover

Turnover is the ratio between cume and average quarter-hour persons.

$$\text{Turnover} = \frac{\text{Cume Persons}}{\text{AQH Persons}}$$

Because turnover decreases as your audience listens longer, this ratio is one good indicator of the “health” of your station over time and in comparison to its format competitors.

Compare your station to others in the market with this simple calculation. You can also examine turnover rates for different dayparts and/or demographic groups by altering the formula slightly. For instance:

$$\text{Turnover (Persons 18-34)} = \frac{\text{Cume Persons (Persons 18-34)}}{\text{AQH Persons (Persons 18-34)}}$$

Let's figure out our station's turnover for this demographic. Say our cume persons is 3,600 and our AQH persons is 300. So our turnover is $3,600 \div 300$, or 12.

With this information you can compare your station's turnover for a certain daypart to your competition's turnover.

Bear in mind that many factors affect turnover besides the quality of programming. All-news stations, for example, generally have a higher turnover rate than easy-listening stations because their audiences tend to listen for shorter periods of time.

Turnover rates in general may also be higher in the morning, when listeners may tune in for a short while as they get ready for work or school, than at midday, when there may be more prolonged listening in offices.

It is important, if possible, to compare your turnover to trends for the same or similarly formatted stations in other markets across the country. This may help you determine what the average turnover is for your type of station and discover stations that have had success in increasing turnover.

Reach and Frequency

While most often used by your sales staff and their advertisers to analyze commercial schedules, reach and frequency can be equally useful in determining the ideal rotation for records, promotional announcements and other recurring programming elements.

Determining reach and frequency requires two calculations:

- How many listeners hear the spot at least once (net reach)?
- How often does the average listener hear it (average frequency)?

Net reach estimates can be approximated with a formula found on many different computer programs, including Arbitron's FasTraQ. Your sales department may have such a model handy. Or call your Arbitron representative and inquire about Radio AID, the only system that gives you true reach and frequency, not just a model.

Once you have a net reach figure, frequency is easily determined with the following formula:

$$\text{Average Frequency} = \frac{\text{Number of times record/spot is played} \times \text{AQH Audience}}{\text{Net reach of spot schedule}}$$

Again, the resulting figure is an average, with some listeners hearing the spot more and some listeners hearing it less.

Like turnover and TSL, reach and frequency can be computed for various demographics and dayparts for your station and your competitors. You can also examine frequency distribution, which tells you the percentage of the audience that hears your spot two times, three times, four times, etc.



3 The Local Market Report

You now should have an understanding of the elements which make up the information you find in the local market report. The following is a brief overview of the market report and what the information in each section may mean to you. For a more detailed look at the book, you should refer to the *Radio Market Report Reference Guide: Understanding and Using Radio Audience Estimates*, which is published by Arbitron and is available to you free through your Arbitron representative.

Market Overview

How has my market changed?

The first few pages of the report contain information about the population in the market, as well as data on all the radio stations. Because changes in your station's audience must be evaluated within the context of the entire market, you should check the beginning of the market report for changes since the last survey period. For instance:

- Have any geographical areas been added or deleted from your Metro area?
- Is market listening up or down overall? What about in specific demos?
- How many diaries were placed? How many diaries were returned?
- What was the sample distribution by age/sex cell and ethnicity?

Population estimates for ethnic and demographic groups and geographical areas are updated annually. Comparing this information in your latest market report with the corresponding information in previous reports can give you a better understanding of your marketplace.

Pages 4A-4C in your report help you to really understand your market. Such information as household income, household size, education, occupation, car ownership and other demographic data are listed here. This section also provides information on newspaper readership and magazine circulation.

Target Audience

Did I reach the audience I wanted?

Every successful radio station aims for a particular audience. In the Target Audience section of your market report you can easily compare any of the 22 demographic groups in 15 different dayparts in either the Metro or TSA. Each page in this section represents one demographic group.

On these pages you will readily see how well your station reaches its desired target audience.

Target Audience																						
MEN 18-34																						
		MONDAY-FRIDAY 6AM-10AM				MONDAY-FRIDAY 10AM-3PM				MONDAY-FRIDAY 3PM-7PM				MONDAY-FRIDAY 7PM-MID				WEEKEND 10AM-7PM				
		AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
+WAAA																						
WRRR																						
METRO		28	120	1.7	5.6	26	114	1.6	7.4	20	108	1.2	6.0	18	110	1.1	11.4	7	104	.4	2.7	
TSA		48	256			46	202			66	288			28	220			31	280			
WBBB																						
METRO																						
TSA																						
WCCC																						
METRO		2	28	.1	.5	4	24	.2	1.2	4	30	.2	1.2	2	18	.1	1.3	2	30	.1	.8	
TSA		2	28			4	24			4	30			2	18			2	30			
WDDD																						
METRO																						
TSA																						
WDDD-FM																						
METRO																						
TSA																						
WDDD-FM																						
METRO		72	396	4.4	15.9	50	396	3.1	14.7	52	412	3.2	15.5	17	188	.7	7.5	25	282	1.6	10.0	

Specific Audience

Who listens to what daypart?

In this section of your market report you will find estimates for 15 demographic groups in 13 dayparts. Each page displays your Specific Audience for one daypart. Average quarter-hour and cume persons are listed for both the Metro and the TSA.

Specific Audience																			
MONDAY-FRIDAY 6AM-10AM																			
		Persons 12+	Persons 18+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17			
+WAAA																			
WRRR																			
MET	AQH	PERSONS	122	118	42		2	8	13	1	78	8	12	6	8	4			
MET	AQH	RATING	.3	.3	.3		.1	.3	.6	.1	.5	.3	.3	.2	.3	.2			
MET	AQH	SHARE	1.5	1.1	1.2		.2	1.2	2.4	.2	1.8	1.4	1.1	.9	1.4	.7			
MET	CUME	PERSONS	547	542	166		21	73	42	18	353	33	57	60	33	20			
MET	CUME	RATING	1.5	1.4	1.0		.5	2.4	1.7	.8	2.1	1.3	1.4	.9	1.3	.9			
TSA	AQH	PERSONS	122	120	41		2	8	13	1	77	7	12	7	7	4			
TSA	CUME	PERSONS	547	542	166		21	73	41	15	357	32	57	60	32	20			
WBBB																			
MET	AQH	PERSONS	69	65	35		4	12	13	7	27	1	3	11	1	2			
MET	AQH	RATING	.2	.2	.2		.1	.4	.5	.4	.2	.1	.2	.2	.1	.2			
MET	AQH	SHARE	.9	.8	1.0		.4	1.8	2.4	1.5	.7	.2	.2	1.5	.2	.5			
MET	CUME	PERSONS	671	623	318		72	79	90	76	304	17	45	109	17	45			
MET	CUME	RATING	1.8	2.0	2.1		1.9	2.8	4.1	4.1	1.8	.7	1.0	3.4	.7	2.2			
TSA	AQH	PERSONS	72	65	37		4	12	13	9	28	1	3	11	1	2			
TSA	CUME	PERSONS	701	653	341		72	79	90	101	312	17	45	109	17	45			
WCCC																			
MET	AQH	PERSONS	161	149	116	51	49	9	4	2	33	10	13	4	10	11			
MET	AQH	RATING	.4	.5	.8	2.2	1.3	.3	.2	.1	.2	.4	.4	.1	.4	.2			
MET	AQH	SHARE	2.1	1.9	3.3	9.4	5.3	1.3	.5	.5	.8	2.1	1.4	.5	2.1	2.9			

Audience Composition

Which demo groups do my listeners belong to?

Another good way to determine how well your station reaches its target audiences is by analyzing Audience Composition. In this section the average quarter-hour and cume audiences are reported with corresponding percentage figures for the Metro area.

The higher the percentages for your station in your target group, the better you have hit your desired audience. The demographic strengths and weaknesses of your competitors are also readily available in this section.

Audience Composition breakouts are provided for average quarter-hour and cume in the Metro area for eight demographic groups. Also provided is the percentage each demo represents of your total 12+ audience for Monday-Sunday, 6AM-Midnight in the local market report and on AID for any standard daypart.

Audience Composition														
MONDAY-SUNDAY 6AM-MID														
METRO AQH(00)														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 16+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
+WAAA														
WRRR	92	34		18	10	2	4	52	14	18	8	4	6	6
PCT (%)	100	37		20	11	2	4	57	15	20	9	4	7	7
WBBB	14	5			5			4	2				2	4
PCT (%)	100	43			43			29	14				14	29
WCCC	96	30		2	5	2	10	66	4	5	5	10	12	
PCT (%)	100	31		2	5	2	10	69	4	5	5	10	12	
WDDD	2							2		2				
PCT (%)	100							100		100				
WDDD-FM	110	44	22	16	4		2	42	18	15	2	4		24
PCT (%)	100	40	20	15	4		2	38	16	15	2	4		22
WEEE	90	30	20	8	2			30	14	10	2		4	30
PCT (%)	100	33	22	9	2			33	15	11	2		4	33

Hour-by-Hour

How am I doing on an hourly basis?

It is sometimes beneficial to examine listening behavior in smaller time periods than are available in daypart breakouts. For this reason, your market report contains an Hour-by-Hour section, which lists your average quarter-hour audience and share for each hour, 5AM-1AM, Monday-Friday, in the Metro area. Eleven age/sex groups are included. Information on 1AM-5AM and hourly weekend data are available on computer tapes, such as Arbitron's Radio FasTraQ.

Hour-by-hour estimates work best when trends are used. It is sometimes advisable to examine hour-by-hour figures for several market reports to get a truer picture of listening in these short time periods.

Also, hour-by-hour estimates will reflect general listening patterns. Almost every station has more audience between 7AM and 8AM than between 5AM and 6AM simply because there are more listeners who are awake. Each format has unique characteristics which often create

similarities in hour-by-hour audience among stations in the same format.

Some programmers use the Hour-by-Hour section to examine audience flow by demographic target. By comparing your station's audience flow season by season, you will discover many important facts.

Hour-by-Hour MONDAY-FRIDAY

	METRO AQH (00)																				
	5AM 6AM	6AM 7AM	7AM 8AM	8AM 9AM	9AM 10AM	10AM 11AM	11AM NOON	NOON 1PM	1PM 2PM	2PM 3PM	3PM 4PM	4PM 5PM	5PM 6PM	6PM 7PM	7PM 8PM	8PM 9PM	9PM 10PM	10PM 11PM	11PM MID	MID 1AM	
+WAAA																					
WRRR																					
P12+ SHR	3.7	6.0	8.6	10.1	9.7	9.3	8.7	9.5	9.7	9.4	8.0	6.1	6.2	9.0	9.5	9.7	6.4	5.9	8.2	4.0	
P12+	20	108	218	182	158	152	136	142	136	136	126	104	98	92	78	64	47	36	38	10	
TEENS	2	22	18	2	4	4	2	2	2	2	4	8	12	10	12	4	4				
M 18-34	6	44	34	32	26	28	28	26	24	24	16	16	26	26	20	20	16	16	4		
M 18-34	30	52	54	54	58	52	54	60	62	58	44	38	36	20	24	12	10	12	2		
M 25-54	32	70	67	52	48	44	44	36	34	32	24	24	32	34	24	24	12	20	6		
M 25-54	34	66	56	46	54	50	54	54	50	46	34	26	22	12	14	4	10	8	2		
M 35-64	10	26	38	36	26	26	22	24	20	18	14	16	14	10	10	8	6	2	6	4	
M 35-64	24	58	44	32	32	30	34	24	28	22	16	12	8	10	8	8	8	6	4		
WBBB																					
P12+ SHR	1.0	1.0	7	1.2	1.0	1.0	1.0	1.1	1.1	1.1	8	1.5	1.4								
P12+	18	24	12	20	16	16	14	16	16	12	26	22									
TEENS	6	8	2	2	4	4	4	4	4	4	4	4									
M 18-34																					

Listening Locations

Where are my listeners when they tune in?

Because it's important to understand the way your audience uses radio, the Listening Locations section of your market report breaks out listening done at home, in-car and in other locations. The estimates are reported for Monday-Friday combined drive times and midday; Weekends 10AM-7PM; and Monday-Sunday, 6AM-Midnight. Both average quarter-hour totals and percentages are offered for Persons 12+, Men 18+ and Women 18+. All measurements in the Listening Locations section of your market report are for the Metro area.

These estimates can help you determine, among other things:

- the importance of traffic reports to your audience;
- whether to promote your station in offices and other workplaces;
- what kinds of promotions and advertising will be effective.

Listening Locations PERSONS 12+

	METRO AQH (00)											
	MONDAY-FRIDAY COMBINED DRIVE			MONDAY-FRIDAY 10AM-3PM			WEEKEND 10AM-7PM			MONDAY-SUNDAY 6AM-MID		
	At Home	In-Car	Other	At Home	In-Car	Other	At Home	In-Car	Other	At Home	In-Car	Other
+WAAA												
WRRR												
PCT (%)	72	37	27	46	29	67	26	19	3	47	18	27
	53	27	20	32	20	47	54	40	6	51	20	29
WBBB												
PCT (%)	14	2	2	8	3	7	13	5	1	10	2	3
	78	11	11	38	19	44	68	26	5	67	13	20
WCCC												
PCT (%)	60	39	28	62	29	67	41	30	5	47	20	29
	47	30	23	39	18	42	54	39	7	49	21	30
WDDD												
PCT (%)	2	1	1	2	1	3	1	1		1		1
	50	25	25	33	17	50	50	50		50		50
WDDD - FM												
PCT (%)	68	51	37	32	26	60	52	45	8	47	26	36
	44	33	24	27	22	51	50	42	8	43	24	33

Exclusive Audience

How many listeners tune in to my station only?

Exclusive Audience is an estimate of the number of persons in your Metro who listen to only one station. In the Exclusive Audience section of your market report, your total cume for six demographic groups is listed along with your exclusive cume for each demo.

Beneath each Exclusive Audience figure you will see the percentage of your total cume which is exclusive to your station for that demo.

Exclusive Audience is included for Monday-Friday, 6AM-Midnight and five Monday-Friday dayparts. Remember, while the total cume for Monday-Sunday will always be larger than those for the individual Monday-Friday dayparts, the exclusive cume for Monday-Sunday is likely to be smaller. This is because people may have a favorite morning program to which they'll listen exclusively, whereas they generally listen to two or three radio stations over the course of the week. Exclusive Audience estimates are influenced in part by the following factors:

- the number of stations in your market;
- the number of stations in your format;
- the promotional efforts of your station and its competitors;
- listener loyalty.

Exclusive Audience												
MONDAY - FRIDAY 6AM - 10AM												
METRO CUME (00)												
	PERSONS 12+		PERSONS 12-24		PERSONS 18-34		PERSONS 25-54		PERSONS 35-64		PERSONS 35+	
	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive
+WAAA												
WRRR	798	280	236	64	382	158	460	196	298	86	338	92
PCT (%)	100	35		27		41		43		29		27
WBBB	78	34	30	10	28	8	34	18	40	16	40	16
PCT (%)	100	44		33		29		53		40		40
WCCC	530	230	22		78		258	58	320	126	444	238
PCT (%)	100	43						22		39		52
WDDD	120	20	44	14	64	14	62	6	50		50	
PCT (%)	100	17		32		22		10				
WDDD-FM	1152	332	668	166	776	222	496	162	184	40	190	40
PCT (%)	100	28		25		25		33		22		21

Overnight Listening

How many listeners do I attract during the overnight hours?

Listeners don't shut off their radios once your late-night talent signs off. With more Americans working varied work shifts, radio has become a true 24-hour medium. The new Overnight Listening section of the Radio Market Report provides information for the Midnight to 6AM daypart. Overnight listening estimates report Persons 18+ for the Metro

and TSA. A seven-day, 24-hour cume estimate gives you the big picture for your station in an average week.

Overnight Listening

PERSONS 18+

MONDAY - SUNDAY

	MID - 6AM			7 DAY		MID - 6AM			7 DAY		MID - 6AM			7 DAY
	AQH (00)		CUME (00)	CUME (00)		AQH (00)		CUME (00)	CUME (00)		AQH (00)		CUME (00)	CUME (00)
	WAAA METRO TSA	287	316	2826		15157	WKKK METRO TSA	103	106		2029	17998	WUUU METRO TSA	397
WBBB METRO TSA	60	60	876	4231	WLLL METRO TSA	16	21	224	1352	WVVV METRO TSA	16	16	531	5619
WCCC-FM METRO TSA	1	1	49	239	WMMM METRO TSA	367	371	5361	24454	WYWW METRO TSA	117	119	1213	13366
WDDD-FM METRO TSA	42	43	688	3367	WNNN METRO TSA	10	10	225	1813	WXXX-FM METRO TSA	155	161	2017	11267
WEEE			709	3446	WOOD			225	1813	WYYY			2089	11738

Cume Duplication Analysis

Which stations do I share the most listeners with?

Stations know who their competitors are in the market. But how much of the audience do they share? The Cume Duplication Analysis available in the local market report shows the percent of your station's cume that listen to other stations in your market. Duplication is available for Persons 12+, Monday-Sunday, 6AM-Midnight. A more in-depth breakdown of cume duplication for additional demographics and dayparts is available through Arbitron Information on Demand (AID).

Metro Cume Duplication Percent

PERSONS 12+

Monday - Sunday 6 AM-Mid

	STATION *																					
	WAAA FM	WABA	WABB	WABC	WABD FM	WABE	WABF	WABG	WABH	WABI	WABJ	WABK FM	WLLL	WABM FM	WABN	WABO	WABP	WABQ	WABR	WABS	WABT	
CUME PERS. (00)	1045	287	1733	1123	144	356	1077	2788	166	365	555	987	234	170	1435	212	546	871	1129	453	178	
+WZZZ-FM	100																					
WAAA-FM			3	3					9	4	11	7		4	5					11	7	3
WABA	8	100	14	8	7	17	25	12			18	14		5		8	11	7	21	5	14	12
WABB	17	7	100	19	10		6	33	8	11	20	6	33	8		20	3	12			7	5
WABC	31	6	33	100	40	63	17	37	8	19	26	7	8	14	31	27	9	77	27	13	9	
WABD-FM	8	16	6	2	100		6	5	4	12	22			16						1		
WABE	20		13	57	25	100	16	19			8	63	2		8	14	5				13	7
WABF	1	3		1			100	2			10	1			5	1	1				3	



Diary Inspection

Get a firsthand look at your listeners

Most programmers who have visited Arbitron Client Services in Laurel, Maryland, to inspect their market's diaries agree it is an invaluable experience. Preconceived notions about radio listening are often dispelled once a client has a chance to review the actual diaries.

Up to three representatives of each subscribing station can attend a one-day diary inspection (two days can be arranged for co-owned AM-FM stations). To obtain an appointment, call your local Arbitron representative for details.

TALO

Total Audience Listening Output. These figures indicate the raw numbers of diaries in which each station is mentioned on a county-by-county basis. The TALO is a valuable indication of the geographical strengths and weaknesses of your station and its competitors.

Call Letters

Repeated studies have demonstrated that listeners refer to stations by call letters in the great majority of diary entries; not slogans, frequency or personalities. Nonetheless, it is often helpful to know how often and how accurately your frequency, slogan, personalities and special features are noted.

Comments

Listeners are invited to add their comments about radio in a separate section in the back of the diary. While these remarks have no bearing on the outcome of the survey, this "one man's opinion" type of input can provide insights into how radio itself and your station are perceived by listeners.

Questionable Entries

Sometimes it's hard to determine which station should be credited with a given entry, such as when illegible notations or nonassigned call letters are mentioned. Arbitron has set procedures for resolving such situations



as fairly as possible. For instance, a mention of WAAA-FM would automatically be credited to WAAA-AM because there is only a WAAA-AM in the market.

Ascription

Ascription is used to determine credit for an entry which can be attributed to more than one station. For example, entries for the nonexistent WBBA in Podunk might sometimes be credited to WABB and sometimes to WABA, based on a mathematical formula derived from the stations' historical listening estimates.

By reviewing listener entries, programmers can learn how to claim listening credit which might otherwise be lost due to listener confusion and omissions on the SIP questionnaire of such information as slogans, personalities and program titles.

Client Services Visit

Many experienced diary inspectors bring a cassette recorder for each staff member to record important items for later transcription and examination at the station. Others develop systems of charts and shorthand for noting their findings. For a fee, several independent firms will review diaries for you either with or without the participation of station employees.

While these companies can offer detailed breakouts of your market's or station's diaries, there is no substitute for going yourself, at least once. An outside firm or consultant is by no means necessary to make your visit a fascinating peek into the minds of radio listeners.

For more information about the diary editing process or to arrange a visit to inspect your market's diaries, contact your local Arbitron representative or call Arbitron's manager of Client Services at (301)497-4742.

You can also arrange for groups to visit the Arbitron production facilities in Beltsville, Maryland. Here you will see what happens once the diaries are mailed back to Arbitron. You'll see the Radio Edit department, the Data Entry facility and Data Verification. If you plan in advance, you can speak with representatives of other Arbitron departments, such as Research, Radio Product and Radio Policies and Procedures. Call your Arbitron representative to make an appointment.



5

AID/Arbitron Information on Demand

Arbitron Information on Demand is a computer program which allows your station to create customized analyses of the ratings data. AID offers more detailed information than can be obtained from the market report itself. These specialized breakouts can provide important insights for programming.

Programmer's Package

For subscribers to AID, Arbitron provides one of the most strategic planning tools available. Imagine sending someone to analyze all the diary entries from your market and they come back with an 11-part, in-depth analysis. That's what the Programmer's Package is—an analysis with 11 reports, using the raw diary information from your market. It allows you to solve key programming problems involving your station and your competition. You can determine:

- which geographic areas your station does well in and where your competitors are doing well;
- what geographic tendencies you share with your competition. For example, you may be competing with one station in one part of the Metro, but another in a different section of town;
- what the total number of diaries was by zip code and how many of these diaries mentioned your station;
- how you can better target your direct-mail and billboard campaigns. By knowing where you did well and not as well by zip code, you can improve promotion strategies;
- how much time your listeners spend with your station and with your competitors. For example, when listeners leave your station, do they go to your competitors or do they just turn off the radio?
- how many dayparts and days of the week your listeners tune in;
- how many of your morning drive listeners tune in during afternoon drive as well;

- 
- who your heavy listeners are and who your lightest listeners are. The Programmer's Package ranks listening by quintiles, so you understand the listening behavior of your audience and can target your station's programming accurately;
 - how you did among diarykeepers compared to the last survey or last year's Programmer's Package. Compare and contrast the information to determine if your programming strategies were successful, what you did right and what you may have done wrong.

Many programmers run the Programmer's Package of their competition as well as their own. Remember to save your package from each book—it's a great way to compare how you did from one survey to the next or from the same survey as the year before. Because many of the analyses available through the Programmer's Package are not available in the Radio Market Report, it is a vital strategic tool for programmers and managers.

Geographic Breakouts

With geographic breakouts, listening can be determined on a county-by-county or zip code basis. Combined counties or combined zip code areas are useful to target sales and promotion efforts. (Where would a direct-mail campaign be effective? Can I make inroads with personal appearances in neighborhoods where my competition dominates?) Geographic breakouts can even isolate technical problems which may then be corrected.

Custom Dayparts

AID can also answer questions about programming periods that do not conform to the standard dayparts. For instance, the market report shows audiences for 10AM-3PM and 3PM-7PM, but you may need to determine listenership to a 12 Noon-4PM telephone talk show. AID puts this information at your fingertips.

Monthly and Weekly Breakouts

These breakouts are also available and can be very enlightening. (I let my morning personality go on vacation for three weeks in April. Did his audience leave us? Did they come back? Was his substitute better? Did our ad campaign build our cume by the third month of the survey? Did listeners sample us in the first month and then tune out?)

Recycling

You can also learn what percentage of your audience is carried over from one daypart to another and whether your listeners typically listen during



only one daypart or several. Besides helping to determine your music, commercial and PSA rotations, recycling can be a good way to evaluate block programming. (Are morning show listeners tuning in for the oldies show at night? Does our baseball audience listen the next morning?)

Reach and Frequency

Only with AID can actual reach and frequency estimates be determined. The only system to use diaries instead of mathematical formulas, AID can quickly generate the reach and frequency of any schedule for the most current survey. With AID you know how many different people you're actually reaching and the average number of times they hear a particular programming element.

Ethnic Listening

In markets with large ethnic populations, no analysis is complete without determining the impact of this audience on your ratings and the competition's. AID lets you find out which stations in your market most effectively deliver these listeners and breaks out by age/sex demo and daypart what percentage of each station's audience belongs to one of the measured ethnic groups. (Did my competition improve in this book by increasing urban music?)

Working Persons

AID also gives you access to the percentage of working persons for any age and sex group in each station's audience. This helps you target in-office listening. (Would a National Secretary's Day promotion be a good idea? Can we prove to an airline that business travelers are likely to listen to us?)

Audience Duplication

In your local market report, cume audience duplication is reported for Persons 12+. It's also possible to determine the audience duplication between any two stations for additional demographics.



Arbitrends

Quickly find your station's strengths and weaknesses

With the ever-increasing rate of change in most markets, programmers need ratings information which is frequently updated and easily accessible. Arbitrends meets this need quickly and accurately, providing reliable data directly to your radio station via computer.

Arbitrends provides you with updated information between the local market reports, based on a three-month sample equivalent to the sample size used in the regular quarterly report. Arbitrends reports are considered good indicators of developing trends.

In addition, Arbitron provides you with quarterly reports, which contain the information in the Radio Market Report for summer, fall, winter and spring. With Arbitrends, however, these data are available at your station immediately, before the books are printed and delivered and even before advance ratings are called in.

Both these reports allow you to select your choice of dayparts, demographic groups, station order and type of rating estimates (cume, average quarter-hour, share, etc.). In addition, the Quarterly Percent of Change Report clearly shows gains or losses in audience for different dayparts, age groups or geographical areas.

Arbitrends is easy to use, now with color screens. Arbitron staff members are available to train your station's personnel. Your Arbitron representative will be happy to answer your questions about Arbitrends.



Additional Products and Services

In addition to the Radio Market Report, AID and Arbitrends, Arbitron produces many products and services to meet your individual programming decision-making needs. For more detailed information on the services listed below, call your Arbitron representative.

Mechanical diary for your station

A mechanical diary is a computer printout showing the actual recorded weekly listening habits of each member of your audience. It's often helpful for reference while reviewing diaries in Arbitron's Laurel, Maryland, facility. Special tabulations on specific demographics can also be examined. Depending upon your diary inspection date, it is possible to have your station's mechanical delivered to you for review before your trip to Laurel.

Mechanical diaries offer you a look at the raw diary information—the responses diarykeepers in your market have entered are all in one place. With this information, you can:

- see exact listener tune-in and tune-out, or, if they weren't listening to radio at all, when they tuned in to your station;
- determine listening patterns;
- denote exact age of your listeners;
- observe the number of occasions of listening by each respondent;
- determine Time Spent Listening at each occasion;
- derive zip code information.

Radio FasTraQ

For radio programmers who want a more personal look at the Radio Market Report, Arbitron provides an electronic walk through the book with Radio FasTraQ, a PC-based micro application. Radio FasTraQ allows you to break down the book without doing hand calculations.

- Conduct reach and frequency analysis.
- Determine if you're programming records too often or not often enough.

- 
- Figure out when your promotional campaign will most effectively reach listeners.
 - Trend how your station has done over a number of rating periods.
 - Evaluate listener flow, hour by hour.

CrossTraQ

This qualitative enhancement to Radio FasTraQ combines Simmons Market Research product usage demographic data with Arbitron ratings information. CrossTraQ provides you with more information on characteristics of your listeners as well as what they buy. For example, determine the income and education of listeners to your format. You can gear your promotional campaign to a segment of your audience or work with a client on a giveaway that will attract listeners.

County Coverage

Success of your programming schedule depends on knowing the most about your audience. Detailed facts about your listeners and where they live can be found in Arbitron's County Coverage Study. Radio listening for all counties in the continental United States is published. The study is an important resource for radio programmers. It can help you determine:

- in which counties you have a large listening audience and which counties you need to improve;
- listening levels in counties that are not part of a Metro but have listeners to your station;
- what counties from outside your TSA you attract listeners from;
- what radio stations outside your TSA attract listeners from your TSA.

Radio Fingerprint

With the information available in each full-market mechanical (the list of all diary responses in a market), Arbitron provides Radio Fingerprint. This report, customized for each station, divides station listening into three preference levels, according to number of quarter-hours of listening. Find out which listeners prefer your station to others; find out who your main competitors truly are. Using the raw data from the diarykeepers' responses, the reports can be broken down according to individual age, sex and zip code. You can evaluate format preferences of listeners and find out more about the listening behavior of your core audience and that of your competitors.

Special Studies

There is often specific audience information that you would like to know but that isn't always available. If there is a specific study you would like done, Arbitron can conduct it for you. Such studies include diary reinterview studies and customized research projects. Contact your Arbitron representative for details.



Special Station Activities

Special Station Activities are those station activities which are not considered by industry-supported standards to be in the interest of objective audience research. Consequently, such activities are not in the interest of the broadcasters this research is meant to serve.

These activities may be designed to urge segments of the public to cooperate with audience research, to call attention to the survey or survey process or to cause survey participants to record or report listening which differs from actual listening. These activities may also be extemporaneous in nature and may include on-air or printed references to current or future Arbitron surveys, diaries or ratings.

Special Station Activities can take many different forms. They include:

Ratings Distortion

This is defined as any activity conducted by a station which may result in manipulated or inflated audience estimates through diarykeeper bribery, breaches of diary security, promotional gimmicks or other forms of manipulation. Some distortive activities are preplanned, repeated and stylized. These activities may affect the way in which diarykeepers record their listening, causing them to lie or otherwise falsify their listening record without causing corresponding changes in actual listening.

Ratings Bias

These are considered to be any announcements or statements which may interfere with, and therefore bias, the objectivity of the survey process. This interference includes activities which sensitize the public to current or future Arbitron surveys, Arbitron diaries, "generic" radio listening surveys or to the process of measuring radio listening. These activities are generally preplanned, repeated or stylized promotional messages which alert, inform or request cooperation with radio audience measurement services or diary recording or reporting. These announcements may ask those participating in an audience to listen all day or take special notice of call letters, a personality name or a present or future radio listening survey.



Extemporaneous Comments

Extemporaneous comments are any reference that mentions or alludes to a current or future Arbitron survey, diaries or radio ratings. As the name implies, these are one-time-only, unplanned, slip-of-the-tongue or humorous comments to the above or similar areas.



References

The following materials can be of invaluable assistance to the radio programmer in understanding and meeting the needs of an expanding marketplace.

Arbitron Radio Market Report Reference Guide (RD-6510): The best guide available for understanding and using radio audience estimates. It will prove to be an important resource in helping you to capture the power of ratings to sell radio.

Description of Methodology: Arbitron Radio Market Reports (RD-6120): This comprehensive book is designed to provide you with a better understanding of what the data published in the market reports actually represent. It details such useful information as the kinds of estimates used, the sampling methods employed in surveys and how the basic data are processed.

RadioTutor: A PC-based tutorial walks you through the Radio Market Report and explains how to use radio research.

Tools for the Trade (RS-7410): This booklet gives a brief overview of Arbitron services provided to radio stations. (Arbitron also publishes more in-depth brochures about individual services, such as FasTraQ, County Coverage, Arbitrends, AID and CrossTraQ.)

Arbitron Radio Programmer's Package (RS-7170): This brochure describes how the 11 separate reports in the Programmer's Package can help you learn more about your audience's listening behavior and, in the process, make more informed programming decisions.

Turning the Numbers into Sales Strategies (RS-7400): In this instructive booklet, you will find formulas, calculations and solutions to typical sales problems which also can be helpful to programmers, using information contained in every market report.

Market Survey Schedule and Population Rankings (RD-6565): A pocket guide of scheduled surveys in each market, ranked by Metro, ADI and TSA Population.

Beyond the Ratings: Arbitron's client magazine provides you with information on the Company, its involvement in the radio industry and stories on how others have used the ratings to their advantage.



Review of Formulas

As a handy reference for you, below is a list of formulas that have appeared throughout this guide.

$$\text{Rating (\%)} = \frac{\text{Persons listening to your station}}{\text{Overall population}}$$

$$\text{Share (\%)} = \frac{\text{Persons listening to your station (PUR)}}{\text{All persons listening to radio}}$$

$$\text{AQH Rating (\%)} = \frac{\text{AQH Persons}}{\text{Population}}$$

$$\text{AQH Share} = \frac{\text{AQH Persons}}{\text{Total AQH Persons}}$$

$$\text{Cume Rating} = \frac{\text{Cume Persons}}{\text{Population}}$$

$$\text{TSL} = \frac{\text{AQH Persons} \times \text{Number of Quarter-Hours in Daypart}}{\text{Cume Persons (of corresponding daypart)}}$$

$$\text{AQH Audience} = \frac{\text{Time Spent Listening} \times \text{Cume}}{\text{Number of quarter-hours in daypart}}$$

$$\text{Recycling} = \frac{\text{Cume Persons (for both dayparts)}}{\text{Cume Persons (for one daypart)}}$$

$$\text{Average Frequency} = \frac{\text{Number of times record/spot is played} \times \text{AQH Audience}}{\text{Net reach of record/spot schedule}}$$



Glossary

AM/FM Totals: An estimate reported for AM/FM affiliates during time periods when they are simulcast.

Area of Dominant Influence (ADI): A geographic survey area, created and defined by Arbitron, based on measurable viewing patterns. Each county in the 48 contiguous United States is assigned exclusively to one ADI. ADIs may be used to compare radio's reach against TV or to document extended coverage of the station.

Ascription: The assignment of diary credit based on past listening patterns in the case of conflicting diary entries between two or more stations.

Audience Composition: The percentage that each discrete demographic group represents of the total station audience.

Average Quarter-Hour Persons: The average number of persons listening to a particular station for at least five minutes during a 15-minute period.

Average Quarter-Hour Rating: The average quarter-hour persons estimate expressed as a percentage of the population being measured. This estimate is printed for the Metro and ADI. It can also be computed for the TSA.

Average Quarter-Hour Share: The average quarter-hour audience estimate for a given station expressed as a percentage of average quarter-hour listening for the total market.

Away-From-Home Listening: An estimate reported for a listening location outside of the home. It could identify listening taking place either in-car or some other place.

Comments: A section in the back of each Arbitron radio diary in which diarykeepers are asked to note their opinions.

Cost Per Rating Point: The cost of reaching an average quarter-hour persons audience that's equivalent to one percent of the population in a given demographic group.

Cost Per Thousand (CPM): The cost of delivering 1,000 gross impressions.

Cume Daypart Combinations: The unduplicated audience for combinations of dayparts. This information can be found through Arbitron Information on Demand (AID) and client tapes and is available in the Local Market Report for several combinations.

Cume Persons: The total number of different persons who tune to a radio station during the course of a daypart for at least five minutes.



Cume Rating: The cume persons audience expressed as a percentage of all persons estimated to be in the specified demographic group.

Daypart: A part of the day recognized by the industry to identify time periods of listening, e.g., Saturday 6AM-10AM or Monday-Friday 7PM-MID.

Demographics: This term statistically identifies populations groups according to age, sex, ethnicity, etc.

Discrete Demographics: This term refers to uncombined or nonoverlapping sex/age groups, such as Men and/or Women 18-24, 25-34, 35-44, as opposed to “target” demographics, like Men and/or Women 18+, 18-34, 18-49 or 25-49.

Diary: A booklet provided by Arbitron to persons chosen to participate in a survey for the purpose of recording listening information.

Diary Inspection: An examination of all diaries in a given market conducted at Arbitron’s Client Services facilities in Laurel, Maryland.

Exclusive Cume: The number of different persons who listen to only one station during the daypart reported.

Facilities Form: Part of the Station Information Packet supplying information about a station to Arbitron.

Frequency: The average number of times a person is exposed to a radio spot schedule.

Gross Impressions: The sum of the average quarter-hour persons audience for all spots in a given schedule.

Gross Rating Point: The sum of all rating points achieved for a particular spot schedule.

Hour-by-Hour: A section of the market report which breaks out listening on an hourly basis Monday-Friday, 5AM-1AM.

In-Tab Sample: The number of diaries actually used in tabulating the market report.

Listening Locations: A section of the market report breaking out listening done at home, in-car or some other place.

Market Report: A syndicated report of listening estimates for a designated market.

Metro Survey Area (Metro): Generally corresponds to Metropolitan Statistical Areas as defined by the U.S. Government’s Office of Management and Budget. A Metro includes a city (or cities) whose population is specified as that of the central city together with the county (or counties) in which it is located. The Metro also includes contiguous or additional counties when the economic and social relationships between the central and additional counties meet specific criteria.



Minimum Reporting Standards (MRS): The minimum amounts of listening a station must have during a survey to be listed in a market report.

Net Reach: The number of different persons reached in a given schedule. Real net reach is available through Radio Arbitron Information on Demand (AID). Net reach estimates are available through Radio FasTraQ and SpoTraQ. For single-station and multiple-station schedules.

Per-Person Diary Value (PPDV): The numerical value assigned to each in-tab diary for the purpose of projecting audience estimates.

Presurvey Questionnaire: A form provided by Arbitron in its Station Information Packet to each licensed station requesting information about that station to be used in determining audience estimates.

Rating: The audience expressed as a percentage of the total population.

Response Rate: The total number of in-tab (usable) diaries or interviews divided by the total usable starting sample.

Share: The percentage of those listening to radio in the Metro who are listening to a particular radio station.

Simulcast: Two or more stations broadcasting the same programming at the same time, without variation.

Slogan: A station identification other than the call letters or frequency.

Station Information Packet (SIP): Sent to each licensed station, it requests information about that station which will be used in determining audience estimates. (See Presurvey Questionnaire.)

Target Audience: A section of the market report containing audience groupings of multiple discrete demographics.

Technical Difficulties: A station listed in a market report can notify Arbitron in writing of any technical difficulties experienced for time periods of at least five consecutive minutes during the survey period.

Time Spent Listening (TSL): An estimate of the number of quarter-hours the average person spends listening during a specified time period.

Total Audience Listening Output (TALO): The number of diaries in which a station is "mentioned" in a market, county or other designated area.

Total Survey Area (TSA): A geographic area that encompasses the Metro and may include additional counties located outside the Metro which meet certain listening criteria to Metro-licensed stations.

Turnover: The ratio of the cumulative audience listening and the average audience listening.

Universe: The estimated number of persons in the age/sex group and geographical area being reported.

ARBITRON

New York

142 West 57th Street
New York, New York 10019
(212) 887-1300

Chicago

211 East Ontario, Suite 1400
Chicago, Illinois 60611
(312) 454-3444

Atlanta

300 Embassy Row
Atlanta, Georgia 30328
(404) 399-2115

Los Angeles

3333 Wilshire Blvd., Suite 712
Los Angeles, California 90010
(213) 736-0700

San Francisco

One Maritime Plaza, Suite 825
San Francisco, California 94111
(415) 393-6925

Dallas

14801 Quorum Drive, Suite 506
Dallas, Texas 75240
(214) 385-5788

Washington

The Arbitron Building
Laurel, Maryland 20707
(301) 497-4742

A Control Data Company