



Custom Listening Study from Arbitron

Miami-Ft. Lauderdale-Hollywood, FL

2005 Season



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Miami Dolphins

Preface

This report is designed to provide custom radio audience estimates representing radio listening during an average game (including pregame and postgame programming) for Miami Dolphins football for selected games broadcast on WAXY-AM, Miami during the 2005 season. These custom estimates are based on listening information reported during telephone interviews by persons 18 years of age and older. All custom audience estimates are approximations subject to statistical variations and other limitations. The reliability of custom audience estimates cannot be determined to any precise mathematical value or definition. Arbitron attempts to provide herein a summary description of methodology for Arbitron custom audience estimates contained later in this report.

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Methodology

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Population Estimates and In-Tab Sample by County and Demo

County	Est. Pop.	Est. Pop. % of 18+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
Broward County	1,343,500	42.5	546	54.6	42.5
Miami-Dade County	1,820,100	57.5	454	45.4	57.5
Total	3,163,600		1,000		

Demo		Est. Pop.	Est. Pop. % of 18+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
Men	18-24	184,100	5.8	55	5.5	5.6
	25-34	258,700	8.2	62	6.2	8.3
	35-44	319,900	10.1	100	10.0	10.1
	45-49	154,600	4.9	57	5.7	4.9
	50-54	134,200	4.2	56	5.6	4.2
	55-64	208,000	6.6	58	5.8	6.6
	65+	248,300	7.8	75	7.5	7.8
	18+	1,507,800	47.7	463	46.3	47.7
Women	18-24	178,000	5.6	57	5.7	5.6
	25-34	263,900	8.3	80	8.0	8.2
	35-44	327,400	10.3	114	11.4	10.3
	45-49	161,300	5.1	44	4.4	5.1
	50-54	144,400	4.6	51	5.1	4.6
	55-64	230,300	7.3	82	8.2	7.3
	65+	350,500	11.1	109	10.9	11.1
	18+	1,655,800	52.3	537	53.7	52.3
Black	18+	604,500	19.1	156	15.6	19.1
Hispanic	18+	1,468,400	46.4	263	26.3	46.4
Persons	18+	3,163,600		1,000		

Miami Dolphins Measurement Schedule

GAME DATE	OPPONENT	GAME START TIME (ET)
September 11	Denver	1:00PM
September 18	at New York Jets	4:15PM
September 25	Carolina	1:00PM
October 9	at Buffalo	1:00PM
October 16	at Tampa Bay	1:00PM
October 21	Kansas City	7:00PM
October 30	vs. New Orleans at Baton Rouge	1:00PM
November 6	Atlanta	1:00PM
November 13	New England	1:00PM
November 20	at Cleveland	1:00PM
November 27	at Oakland	4:05PM
December 4	Buffalo	1:00PM
December 11	at San Diego	4:15PM
December 18	New York Jets	1:00PM
January 1	at New England	1:00PM

Arbitron Custom Sports Ratings for WAXY-AM

Miami Dolphins Game Broadcasts

Demographic Group	PREGAME		GAME*		POSTGAME		TOTAL	
	CUME (00)	CUME RATING	CUME (00)	CUME RATING	CUME (00)	CUME RATING	CUME (00)	CUME RATING
Persons 18+	481	1.5	1258	4.0	386	1.2	1499	4.7
Persons 18-34	197	2.2	110	1.2	67	0.8	263	3.0
Persons 18-49	268	1.5	592	3.2	246	1.3	762	4.1
Persons 25-54	287	1.6	729	4.1	247	1.4	878	5.0
Persons 35-64	256	1.5	1027	6.1	241	1.4	1114	6.6
Men 18+	395	2.6	854	5.7	319	2.1	1061	7.0
Men 18-34	197	4.4	110	2.5	67	1.5	263	5.9
Men 18-49	251	2.7	479	5.2	246	2.7	649	7.1
Men 25-54	201	2.3	545	6.3	247	2.8	678	7.8
Men 35-64	170	2.1	716	8.8	224	2.7	770	9.4
Women 18+	86	0.5	405	2.4	67	0.4	438	2.6
Women 25-54	86	1.0	184	2.1	0	0.0	200	2.2

Demographic Group	PREGAME		GAME*		POSTGAME		TOTAL	
	AQH (00)	AQH RATING	AQH (00)	AQH RATING	AQH (00)	AQH RATING	AQH (00)	AQH RATING
Persons 18+	172	0.5	793	2.5	228	0.7	378	1.2
Persons 18-34	83	0.9	100	1.1	67	0.8	82	0.9
Persons 18-49	99	0.5	343	1.9	133	0.7	182	1.0
Persons 25-54	77	0.4	453	2.6	98	0.6	197	1.1
Persons 35-64	62	0.4	573	3.4	88	0.5	226	1.3
Men 18+	159	1.1	560	3.7	170	1.1	283	1.9
Men 18-34	83	1.9	100	2.3	67	1.5	82	1.9
Men 18-49	93	1.0	312	3.4	133	1.4	170	1.9
Men 25-54	63	0.7	363	4.2	98	1.1	164	1.9
Men 35-64	49	0.6	433	5.3	75	0.9	174	2.1
Women 18+	14	0.1	232	1.4	58	0.4	95	0.6
Women 25-54	14	0.2	90	0.1	0	0.0	33	0.4

* Game broadcast was simulcast on WMXJ-FM. Estimates for the game broadcast include listening to WMXJ-FM.

Qualitative Profile of WAXY-AM Miami Dolphins Listeners

Estimates in this section are based on respondents who said they had listened to a Miami Dolphins play-by-play broadcast on WAXY-AM (or game coverage on WMXJ-FM) anytime during the 2005 season prior to the date of their interview. This base was derived by including those persons who:

- Responded that they listened to WAXY-AM or WMXJ-FM yesterday on an unaided basis during a time when a Miami Dolphins game was being broadcast;
- Responded that they listened to yesterday's Miami Dolphins broadcast on WAXY-AM or WMXJ-FM on an aided basis; *or*
- Responded that they listened to a Miami Dolphins broadcast on WAXY-AM or WMXJ-FM at least once during the 2005 season to date on an aided basis.

This base is used for all qualitative estimates of listening to Miami Dolphins broadcasts on WAXY-AM or WMXJ-FM.

Using the Index Estimates

The index estimates on page 7 for age, gender, race/ethnicity and county are based on a comparison with the Claritas, Inc. population estimates of the Miami-Ft. Lauderdale-Hollywood Arbitron Metro area. For example, Broward County indexed at 105. This means that, compared to the overall population, Miami Dolphins listeners on WAXY-AM are 5 percent more likely to live in Broward County.

The qualitative index estimates on page 8 use a base of the entire set of 1,000 survey respondents. For example, 58.3 percent of Dolphins listeners on WAXY-AM who are 21+ drink beer. The index of 115 means that Dolphins listeners on WAXY-AM are 15 percent more likely to drink beer compared to the overall market estimate of 50.8 percent based on this survey.

Please note that all qualitative estimates on pages 7 and 8 are based on age 18+ with the exception of the beer results, which are based on those respondents age 21 and older.

Qualitative Profile of WAXY-AM Miami Dolphins Listeners *(continued)*

Listened to Dolphins on WAXY-AM

	Number (00)	Percent
Dolphins Listeners	8159	25.8

Age Group

	Number (00)	Percent	Index
18-24	874	11.7	142
25-34	1287	15.8	157
35-44	1761	21.6	107
45-54	1764	21.6	76
55-64	1180	14.5	56
65+	1294	15.9	196
18+	8159	100.0	100

Gender

	Number (00)	Percent	Index
Male	4875	59.7	125
Female	3284	40.3	77
Total	8159	100.0	100

Race/Ethnicity

	Number (00)	Percent	Index
Black	1780	21.8	114
Hispanic	2825	43.6	94
Other	3554	34.6	100
Total	8159	100.0	100

County

	Number (00)	Percent	Index
Broward	3654	44.8	105
Miami-Dade	4505	55.2	96
Total	8159	100.0	100

Annual Household Income

	Number (00)	Percent
Less Than \$25,000	1026	12.6
\$25,000 to Less Than \$50,000	1662	20.4
\$50,000 to Less Than \$75,000	1293	15.9
\$75,000 to Less Than \$100,000	1303	16.0
\$100,000 to Less Than \$150,000	661	8.1
\$150,000 or More	929	11.4
Don't Know/Refused	1285	15.7

Highest Level of Education Completed

	Number (00)	Percent
Less Than 12th Grade	469	6.4
High School or GED	1325	14.2
Some College or Technical Training	1439	20.7
College Graduate	2775	35.9
Some Graduate School/ Graduate Degree	2605	19.8
Don't Know/Refused	394	3.0

Employment Status

	Number (00)	Percent
Full Time	4874	59.7
Part Time	658	8.1
Other	2504	30.7
Don't Know/Refused	124	1.5

Qualitative Profile of WAXY-AM Miami Dolphins Listeners *(continued)*

Pay More Attention to Commercials for Products and Services Read by the Sportscaster

	Number (00)	Percent
1 Strongly Disagree	1732	21.2
2	1061	13.0
3	912	11.2
4	844	10.3
5	1503	18.4
6	736	9.0
7 Strongly Agree	1191	14.6
Don't Know/Refused	181	2.2

Mean = 3.8

More Positive Response for an Advertiser Who Sponsors My Favorite Team

	Number (00)	Percent
1 Strongly Disagree	1026	12.6
2	467	5.7
3	971	11.9
4	1006	12.3
5	1708	20.9
6	950	11.6
7 Strongly Agree	1894	23.2
Don't Know/Refused	137	1.7

Mean = 4.5

Less Likely to Change Stations During a Sports Broadcast Than if I Were Listening to Something Else on the Radio

	Number (00)	Percent
1 Strongly Disagree	1204	27.3
2	371	4.2
3	345	6.6
4	811	7.0
5	1284	9.0
6	1243	6.4
7 Strongly Agree	2864	30.8
Don't Know/Refused	90	8.7

Mean = 4.9

Name the Bank That Is the Official Sponsor of the Miami Dolphins

	Number (00)	Percent	Index
Bank of America	1306	16.0	155
Wachovia	900	11.0	159
Washington Mutual	171	2.1	88
Wells Fargo	26	2.1	300
Other	551	0.3	189
None	32	6.8	44
Don't Know	5173	63.4	85

Drink Beer (21+)

	Number (00)	Percent	Index
Drink Beer (21+)	4479	58.3	115

Which Beer Is the Official Beer Sponsor of the Dolphins (21+)?

	Number (00)	Percent	Index
Budweiser®	1835	23.9	123
Other	516	6.7	197
Miller® Lite	483	6.7	175
Coors	197	6.3	130
Miller	164	2.1	124
Heineken®	88	1.1	69
Michelob®	17	0.2	200
Don't Know	4384	57.1	84

Attended a Miami Dolphins Game at Dolphins Stadium in the Past Two Years

	Number (00)	Percent
Yes	4193	51.4
No	3966	48.6

Listen to Any Part of the Radio Pregame Show Prior to the Start of the Game (of Those Who Attended a Dolphins Home Game in the Past Two Years)

	Number (00)	Percent
Yes	2410	57.5
No	1783	42.5

Qualitative Profile of WAXY-AM Miami Dolphins Listeners *(continued)*

Listen to the Game on the Radio at Any Time While You Were in the Stadium (of Those Who Attended a Dolphins Home Game in the Past Two Years)

	Number (00)	Percent
Yes	810	19.3
No	3383	80.7

Listen to the Postgame on the Radio After Attending Any Game (of Those Who Attended a Dolphins Home Game in the Past Two Years)

	Number (00)	Percent
Yes	3207	76.5
No	986	23.5

Stay Tuned During Commercials When Listening to the Miami Dolphins Compared to Regular Programming on the Radio

	Number (00)	Percent
More Likely	4349	53.3
Less Likely	1803	22.1
Same	1607	19.7
Don't Know	400	4.9

Which Statement Is Closest to How You Feel About Miami Dolphins Football?

	Number (00)	Percent
I'm a Serious Dolphins Fan...I Follow the Team Year-Round	2208	24.7
I Follow the Dolphins More Closely Than the Average Person Around South Florida	1929	21.6
I'm a Dolphins Fan, But I Don't Follow the Team Closely	3217	36.0
I Know a Little About the Dolphins	1199	13.4
I Don't Follow the Dolphins Football at All	393	4.4

Description of Methodology

Sample Design and Selection

The universe for this study consisted of persons 18 years of age and older in the Miami-Ft. Lauderdale-Hollywood, FL, Arbitron-defined radio Metro.

The sample frame for this survey included households with telephones. It was developed using a modified random digit dialing (RDD) technique to ensure broad inclusion of unlisted numbers. Specifically, the frame included all residential numbers listed in current published telephone directories, plus all possible telephone numbers in hundred blocks that contain at least two listed residential numbers. Known nonresidential telephone numbers are excluded from the frame. The primary source for sample telephone numbers was Genesys Sampling Systems.

After adjustment, a total of 13,106 persons were considered eligible for the interview. With 1,000 completed interviews, this yielded a response rate of 7.6 percent.

Interviewers made up to eight attempts to reach sample households during the calling period of selected dates from September 12, 2005, to January 2, 2006.

Respondent Selection and Questionnaire

To qualify for participation in this study, a respondent must have been a resident of the household 18 years of age or older. Neither the respondent nor anyone in his or her household could be affiliated with a radio or television station or network, or a cable system or network.

Respondents were selected randomly within the household using a "last birthday" method. No substitutions were allowed for the random person chosen.

Respondents were asked a series of generic questions about their radio listening. Following that, questions were asked about radio listening over a specific nine-hour time period the previous day that included the time period of the selected game, including pre- and postgame programs. Respondents who did not volunteer listening to yesterday's game on an unaided basis were also asked about listening to yesterday's game on an aided recall basis. Again, those who did not listen to yesterday's game were asked about any listening during the season to date. Qualitative and extended demographic questions were also asked. There was a Spanish version of this interview.

Explicit instructions and training were provided to each interviewer, and validation checks were regularly conducted to help ensure that instructions were being followed properly.

Determination of Audience Estimates

Average Quarter-Hour Estimates

Average Quarter-Hour/The smallest unit of time used in tabulation of average audience estimates. Arbitron credits one quarter-hour to a station for a minimum of five minutes of listening during the quarter-hour.

Average Quarter-Hour Ratings (AQH Ratings)

Expressed as a percentage of the quarter-hours for a channel over the total number of possible quarter-hours in a given daypart.

Cume Estimates

Cume Ratings/Expressed as a percentage of those people in the study who listened to a particular station.

Responses Used in the Estimation of Audiences

Only unaided listening responses were used in the computation of the Average Quarter-Hour and Cume custom audience estimates of listening to the games. Qualitative audience estimates (e.g., estimates of persons who have cumed a game and purchased a specific product) use responses to the unaided, aided and "any time this season" questions in the base of those who have listened to the target sporting event on radio.

Estimating the Reliability of Audience Ratings Estimates

The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate, or confidence interval. The confidence interval describes the extent to which a survey estimate, based on a random sample of the population, may vary from the result that would be obtained through a complete census of the population.

Confidence intervals can be obtained for any rating in this report through two steps: (1) determine an estimated standard error, and (2) use the estimated standard error to construct a confidence interval around the rating.

To determine an estimate of standard error for AQH and Cume ratings, first note the estimated rating from the report. Next, note the sample size this estimate is based upon. The figures will be used in the formula below for the estimated standard error:

$$\sqrt{\frac{p \cdot q}{N}}$$

In this equation, **p** equals the rating and **q** equals 100 minus the rating. **N** is the sample size upon which the estimate is based. For example, if WXXX-FM has an AQH rating of 4.0 in a specific daypart and the estimate is based on a sample of 1,000, then the standard error is 0.38, or the square root of 4 times 96 divided by 1,000.

The confidence interval is the range around the estimate. In this example for WXXX-FM, the confidence interval is 3.62 to 4.38 around the estimated 4.0 rating.

The estimation above for one standard error will yield a 68 percent confidence interval. In other words, the user can be 68 percent confident that, in the example above, the rating for WXXX-FM is within 0.38 rating points around the estimated rating of 4.0. To obtain higher levels of confidence, multipliers must be used. Typical multipliers are 1.65 for a 90 percent confidence interval, 1.96 for a 95 percent confidence interval, and 2.58 for a 99 percent confidence interval.

This discussion does not take into account the concept of Effective Sample Base (ESB). ESB estimates indicate the size of a simple random sample that would be required to provide the same degree of reliability as the sample or completed interviews used to produce the audience estimates in this report. In general, ESBs for Cume estimates will be less than the number of completed interviews, and ESBs for AQH estimates will be larger than the number of completed interviews.

Sample Balancing

The results of this study were sample balanced for sex/age, race, ethnicity and geography.

Rounding of Estimates

Rounding occurs at various stages in the determination of audience estimates at demographic and daypart summation levels.

Limitations

In addition to sources of possible error described elsewhere in this report, the user should be aware of the following limitations:

a. The sample frame is landline telephone numbers. Persons in households without a landline telephone (e.g., without any telephone or with cellular telephone service only) are thereby excluded from the sample frame. Known commercial establishments and other known nonresidential facilities listed in directories are specifically excluded from the sample frame. Steps are taken during calling to further exclude businesses or other nonresidential phone numbers inadvertently included in the sample and residents of media-affiliated households. Additionally, all possible telephone listings may not be included in the directories available to Genesys Sampling Systems when Arbitron places its sample order, which may affect the identification of qualifying telephone hundred blocks. Such excluded persons may have listening habits that differ from those of persons included in the survey.

b. Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent on information revealed by a subscriber in response to Arbitron's media affiliation question at the beginning of the interview, or at any time thereafter.

c. There may be instances where Arbitron instructions are not followed by the interviewer. Also, the interviewer may not be under the direct control of Arbitron, because independent market research suppliers are used by Arbitron.

d. Nonresponding persons may have listening habits that differ from those of respondents.

e. Nonresponding persons and other limitations in the original designated sample prevent the in-tab sample from being a perfect probability sample.

f. The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, or persons whose primary language is other than English. Such persons may have listening habits that differ from other persons.

g. The primary language spoken by a respondent may influence his or her listening behavior, and persons whose primary language is not English may be differentially represented in the sample. Arbitron does not currently weight the Custom Sports Study sample by primary language.

h. The limitations in data from Claritas, Inc. are inherent in the Arbitron estimates based thereon. The population estimates from Claritas, Inc. used in designing and weighting the sample are based upon the decennial U.S. Census and are subject to all the limitations inherent therein. In addition, population estimates are subject to limitations such as sampling errors, errors in locating undocumented populations, and processing and recording errors. Furthermore, the sources used by Claritas, Inc. to update populations between decennial Census dates may not include adjustments for known or unknown over- or undercounts of various segments of the population, including undocumented groups. In addition, annual population updates may be based on the results of sample surveys and are subject to their respective limitations.

i. Response errors resulting from memory failure, transcription by interviewers, misunderstanding of instructions, or other errors in the reporting, editing, coding and keying of data may be present. Arbitron maintains close supervision and controls to minimize these errors.

j. As personal telephone interviewers are used to collect all listening data, it is possible for variations in results by interviewer.

k. Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.

l. The data upon which Arbitron has based its in-tab sample weighting, including racial or ethnic identification, may not be precise.

m. Rounding occurs at various stages in the determination of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups may produce a result that may be incongruent with estimates for the broader dayparts and/or demographic groups.

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Restrictions on Use of Report

Users of audience estimates are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.



Howard Davis
Station Manager/
General Sales Manager
Sports Talk 790 The Ticket—WAXY-AM
4000 Hollywood Blvd., Suite 755 South
Hollywood, FL 33021
(954) 989-3335

Jim Frevola
Vice President
Miami Dolphins Radio Network
4000 Hollywood Blvd. Suite 755 South
Hollywood, FL 33021
(954) 989-3335

Mason Meyer
Senior Account Manager
Radio Station Services
Arbitron Inc.
9705 Patuxent Woods Drive
Columbia, MD 21046-1572
(443) 259-7575

www.arbitron.com



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