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Custom Listening  
Study from Arbitron

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June 2005





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# Los Angeles Angels

## Preface

This report is designed to provide custom radio audience estimates representing radio listening during an average game (including pregame and postgame programming) for Los Angeles Angels baseball for selected games broadcast on KSPN-AM, Los Angeles during June 2005. 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.

## Warning

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## This Service Not Accredited by the MRC

This service is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC). Arbitron has not requested MRC accreditation for this service. Arbitron does provide syndicated services which are accredited by the MRC.

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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
Los Angeles County	7,359,000	76.8	748	74.3	76.8
Orange County	2,220,400	23.2	259	25.7	23.2
Total	9,579,400		1007		

Demo		Est. Pop.	Est. Pop. % of 18+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
Men	18-24	659,200	6.9	75	7.4	7.0
	25-34	1,021,700	10.7	78	7.7	10.7
	35-44	1,060,100	11.1	100	9.9	11.5
	45-49	464,500	4.8	37	3.7	5.0
	50-54	390,700	4.1	35	3.5	4.1
	55-64	545,100	5.7	56	5.6	5.9
	65+	549,600	5.7	53	5.3	4.9
	18+	4,690,900	49.0	434	43.1	49.0
Women	18-24	625,900	6.5	60	6.0	6.7
	25-34	977,100	10.2	119	11.8	10.5
	35-44	1,032,600	10.8	108	10.7	11.2
	45-49	471,600	4.9	54	5.4	5.1
	50-54	414,400	4.3	49	4.9	4.5
	55-64	601,500	6.3	75	7.4	6.6
	65+	765,400	8.0	108	10.7	6.4
	18+	4,888,500	51.0	573	56.9	51.0
Black	18+	730,900	7.6	59	5.9	7.5
Hispanic	18+	3,784,800	39.5	359	35.7	39.4
Persons	18+	9,579,400		1007		





# Los Angeles Angels Measurement Schedule

GAME DATE	OPPONENT	GAME START TIME (PT)
June 1	at Chicago White Sox	5:05PM
June 3	at Boston	4:05PM
June 4	at Boston	10:20AM
June 6	at Atlanta	4:35PM
June 8	at Atlanta	4:05PM
June 14	vs. Washington	7:05PM
June 15	vs. Washington	7:05PM
June 19	vs. Florida	1:05PM
June 21	vs. Texas	7:05PM
June 25	vs. Los Angeles Dodgers	7:05PM
June 26	vs. Los Angeles Dodgers	1:05PM
June 27	at Texas	5:05PM
June 28	at Texas	5:05PM
June 30	at Texas	11:05AM



# Arbitron Custom Sports Ratings for KSPN-AM

## Los Angeles Angels Game Broadcasts

	PREGAME		GAME		POSTGAME		TOTAL	
Demographic Group	CUME (00)	CUME RATING	CUME (00)	CUME RATING	CUME (00)	CUME RATING	CUME (00)	CUME RATING
Persons 18+	1279	1.3	1888	2.0	633	0.7	1888	2.0
Persons 18-49	734	1.2	958	1.5	319	0.5	958	1.5
Persons 25-54	738	1.3	1050	1.8	290	0.5	1050	1.8
Persons 35-64	744	1.5	1352	2.7	517	1.0	1352	2.7
Men 18+	718	1.5	1327	2.8	438	0.9	1327	2.8
Men 18-49	252	0.8	476	1.5	203	0.7	476	1.5
Men 25-54	538	1.8	850	2.9	290	1.0	850	2.9
Men 35-64	464	1.9	1073	4.4	438	1.8	1073	4.4
Women 18+	561	1.2	561	1.2	195	0.4	561	1.2

	PREGAME		GAME		POSTGAME		TOTAL	
Demographic Group	AQH (00)	AQH RATING	AQH (00)	AQH RATING	AQH (00)	AQH RATING	AQH (00)	AQH RATING
Persons 18+	1240	1.3	1068	1.1	589	0.6	1032	1.1
Persons 18-49	618	1.0	463	0.7	158	0.3	446	0.7
Persons 25-54	738	1.3	561	1.0	246	0.4	543	0.9
Persons 35-64	744	1.5	764	1.5	472	1.0	727	1.5
Men 18+	679	1.5	743	1.6	393	0.8	696	1.5
Men 18-49	252	0.8	334	1.0	158	0.5	305	1.0
Men 25-54	538	1.8	533	1.8	246	0.8	499	1.7
Men 35-64	464	1.9	612	2.5	393	1.6	569	2.3
Women 18+	445	0.9	208	0.4	79	0.2	220	0.5



# Qualitative Profile of KSPN-AM Los Angeles Angels Listeners

Estimates in this section are based on respondents who said they had listened to a Los Angeles Angels play-by-play broadcast on KSPN-AM any time 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 KSPN-AM yesterday on an unaided basis during a time when a Los Angeles Angels game was being broadcast;
- Responded that they listened to yesterday's Los Angeles Angels broadcast on KSPN-AM on an aided basis; *or*
- Responded that they listened to a Los Angeles Angels broadcast on KSPN-AM at least once during the 2005 season to date on an aided basis.

This base is used for all qualitative estimates of listening to Los Angeles Angels broadcasts on KSPN-AM.

## 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 Los Angeles Arbitron Metro area. For example, Orange County indexed at 141. This means that compared to the overall population, Los Angeles Angels listeners of KSPN-AM are 41 percent more likely to live in Orange County.

The qualitative index estimates on page 8 use a base of the entire set of 1,007 survey respondents. For example, 86.3 percent of Los Angeles Angels listeners of KSPN-AM own a cell phone. The index of 121 means that Los Angeles Angels listeners of KSPN-AM are 21 percent more likely to own a cell phone compared to the overall market estimate of 71.6 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 KSPN-AM Los Angeles Angels Listeners *(continued)*

## Listened to Angels on KSPN

	Number (00)	Percent
Angels Listeners	13184	13.8
Non-Angels Listeners	82610	86.2
Total	95794	100.0

## Age Group

	Number (00)	Percent	Index
18-24	1226	9.3	69
25-34	3260	24.7	118
35-44	2515	19.1	88
45-54	2913	22.1	121
55-64	1655	12.6	105
65+	1615	12.2	89
18+	13184	100.0	100

## Gender

	Number (00)	Percent	Index
Male	8442	64.0	131
Female	4742	36.0	71
Total	13184	100.0	100

## Race/Ethnicity

	Number (00)	Percent	Index
Black	1131	8.6	113
Hispanic	4267	32.4	82
Other	7786	59.0	112
Total	13184	100.0	100

## County

	Number (00)	Percent	Index
Los Angeles	8857	67.2	88
Orange	4327	32.8	141
Total	13184	100.0	100

## Annual Household Income

	Number (00)	Percent
Less Than \$25,000	1283	9.7
\$25,000 to Less Than \$50,000	2172	16.5
\$50,000 to Less Than \$75,000	3138	23.8
\$75,000 to Less Than \$100,000	1554	11.8
\$100,000 to Less Than \$150,000	1433	10.9
\$150,000 or More	1089	8.2
Don't Know/Refused	2515	19.1

## Highest Level of Education Completed

	Number (00)	Percent
Less Than 12th Grade	844	6.4
High School or GED	1878	14.2
Some College or Technical Training	2729	20.7
College Graduate	4734	35.9
Some Graduate School/ Graduate Degree	2605	19.8
Don't Know/Refused	394	3.0

## Employment Status

	Number (00)	Percent
Full Time	8353	63.3
Part Time	817	6.2
Other	3450	26.2
Don't Know/Refused	563	4.3





# Qualitative Profile of KSPN-AM Los Angeles Angels Listeners *(continued)*

## Own a Cellular Phone

	Number (00)	Percent	Index
Own a Cell Phone	11380	86.3	121

## Brand of Cellular Service

	Number (00)	Percent	Index
Cingular	3767	33.1	130
Verizon	3561	31.3	86
T-Mobile	1652	14.5	125
Sprint	1191	10.5	81
Nextel	739	6.5	76
AT&T	314	2.8	67
Virgin Mobile	95	0.8	105
Other	61	0.5	250

## First Name That Comes to Mind When Asked About Overnight Delivery Service

	Number (00)	Percent	Index
FedEx	7052	53.5	118
UPS	3712	28.2	100
Don't Know	1007	7.6	51
Postal Service	813	6.2	64
DHL	472	3.6	211
Other	128	1.0	325

## Awareness of Banks in Southern California

	Number (00)	Percent	Index
Bank of America	9575	72.6	107
Washington Mutual	6044	45.8	100
Wells Fargo	5678	43.1	100
Citibank	1677	12.7	113
Union Bank of CA	1602	12.1	156
Other	1263	9.6	111
Bank of the West	592	4.5	125
None	459	3.5	79
US Bank	210	1.6	133

## Drink Beer (21+)

	Number (00)	Percent	Index
Drink Beer (21+)	7490	59.1	125

## Brand of Beer Consumed (21+)

	Number (00)	Percent	Index
Corona	2216	29.6	102
Other	2133	28.5	87
Budweiser	1785	23.8	183
Heineken	1554	20.8	166
Bud Light	750	10.0	68
Miller Genuine Draft	652	8.7	212
Miller	631	8.4	148
Coors Light	532	7.1	102
Michelob	318	4.2	163
Coors	304	4.1	75
Miller Light	265	3.5	53
Samuel Adams	219	2.9	101



# Description of Methodology

## Sample Design and Selection

The sample universe for this study consisted of persons 18 years of age and older in the Los Angeles, CA, 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 6,138 persons were considered eligible for the interview. With 1,007 completed interviews, this yielded a response rate of 16.4 percent.

Interviewers made up to 8 attempts to reach sample households during the calling period of selected dates from June 2 to July 1, 2005.

## 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 post-game 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 cued 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 KXXX-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 KXXX-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 KXXX-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 age/sex, 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.













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