

MALE 18-24

PROJECT STATUS

ARBITRON RADIO ADVISORY COUNCIL

MARCH 1986

CD CONTROL DATA PRIVATE

DAVID LAPOVSKY  
MARCH 12, 1986  
22-1

**ARBITRON RATINGS  
RADIO**

MALE 18-24

BACKGROUND

- TESTED IN SIX METROS SUMMER 1985
- TWO TEST APPROACHES
  - \$2 PREMIUM PER PERSON IN HOUSEHOLD WITH A MALE 18-24.
  - \$2 PREMIUM AS ABOVE, PLUS A SPECIAL SURVEY WEEK POSTCARD AND PHONE CALL.
- EVALUATIONS OF
  - PLACEMENT QUESTION EFFECT ON CONSENT RATE
  - EFFECT ON SEX/AGE DISTRIBUTION
  - EFFECT ON LISTENING

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22-2

**ARBITRON RATINGS**  
**RADIO**

MALE 18-24

STATUS

- RESULTS BEING TABULATED
- CONCLUSIONS AND RECOMMENDATIONS AVAILABLE JUNE 1986

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**ARBITRON RATINGS  
RADIO**

RESPONDENT STATION IDENTIFICATION

ARBITRON RADIO ADVISORY COUNCIL

MARCH 1986


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DAVID LAPOVSKY  
MARCH 12, 1986  
21-1

**ARBITRON RATINGS**  
**RADIO**

## AGENDA

- OBJECTIVE
- BACKGROUND
- FINDINGS -- HIGHLIGHTED CALL LETTER DIARY
- FINDINGS -- GENERIC DIARY
- CONCLUSIONS

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## RESPONDENT STATION IDENTIFICATION

### OBJECTIVE

FIND OPTIMUM WAY TO ASK RESPONDENTS TO IDENTIFY THEIR LISTENING IN THE DIARY.

- INCREASE CLARITY OF RESPONSE
- FACILITATE ACCURATE ASSIGNMENT OF LISTENING

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21-3








## RESPONDENT STATION IDENTIFICATION

### BACKGROUND

#### FOCUS GROUPS

- EARLY 1984
- FINDINGS
  - MOST RESPONDENTS KNOW ONLY ONE IDENTIFIER FOR EACH STATION.
  - MOST RESPONDENTS DON'T KNOW WHAT A "CALL LETTER" IS; NUMERICS AND SLOGANS ARE CONFUSED WITH CALL LETTERS.
  - RESPONDENTS DO KNOW WHAT A "DIAL SETTING" IS
- CONCLUSIONS
  - TRUE CALL LETTERS OFTEN NOT KNOWN
  - SEVERAL APPROACHES SHOULD BE TESTED

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## RESPONDENT STATION IDENTIFICATION

### BACKGROUND (CONT'D)

#### TELEPHONE STUDY

- APRIL 1984
- HIGH-SLOGAN METROS
- FOUR QUESTIONS TESTED
  - GENERIC "WHAT STATION DID YOU LISTEN TO?"
  - "...CALL LETTERS, DIAL SETTING, OR PROGRAM NAME...."
  - "...CALL LETTER OR DIAL SETTING...."
  - "...CALL LETTERS...."
- FINDINGS
  - GENERIC REDUCED TOTAL ENTRIES REQUIRING INTERPRETATION, AS DID CALL LETTER ONLY.
  - CALL-LETTER-ONLY REDUCED NUMBER OF STATION MENTIONS.
- CONCLUSION
  - TEST GENERIC AND COMBINATION IN DIARIES

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RESPONDENT STATION IDENTIFICATION

DIARY TEST

- FALL 1984
- FIVE TSA'S
- TWO TEST DIARIES
  - GENERIC
  - STANDARD, BUT WITH INCREASED EMPHASIS ON  
"CALL LETTERS".

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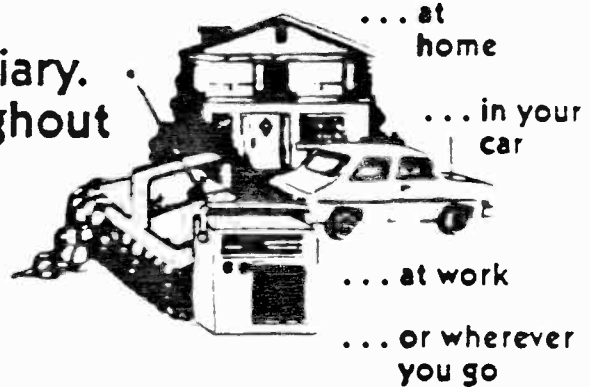
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**RADIO**

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21-8



EMPHASIZED CALL LETTER INSTRUCTION PAGE

**This is your Arbitron Ratings diary. Please fill it in yourself. Throughout the seven days of the survey, beginning on Thursday, please keep this diary with you . . .**



Each time you listen to radio (whether you yourself turn it on or not), please fill in the following information:

**1 Time**  
Fill in starting and ending times.

Check AM for morning listening, and PM for afternoon and evening listening.

For NOON, check PM. For MID (midnight), check AM.

**2 Call Letters**  
Fill in the station "call letters" — the three or four letter identification beginning with "W" or "K" ("C" in Canada, "X" in Mexico). Use program name or dial setting if you do not know "call letters".

Start a new line each time you change stations.

TIME		STATION	PLACE		
Check One	Check One	Fill in station CALL LETTERS (if you don't know them fill in program name or dial setting)	Check One	Check One	
<input type="checkbox"/> AM	<input type="checkbox"/> PM		<input type="checkbox"/> At Home	<input type="checkbox"/> In a Car	<input type="checkbox"/> Some Other Place
6:40	7:30	WWTM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
10:10	NOON	WJL	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
NOON	4:45	KADV	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6:30	10:30	PIERCE SHOW	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
10:50	MID	1081 ON THE DIAL	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
PLEASE CHECK HERE <input type="checkbox"/> IF YOU DID NOT LISTEN TO RADIO TODAY					

**3 AM or FM**  
Check whether AM dial or FM dial.

**4 Place**  
Check "At Home," "In a Car," or "Some Other Place."

On days when you do not listen to radio, check the box at the bottom of the page.

**Important:** Many stations broadcast on both AM and FM. For this Arbitron Ratings survey, it is important to correctly identify whether you are listening on AM or FM (even though the station may use the same call letters and broadcast the same thing on the air).

To keep your Arbitron Ratings diary from getting mixed up with others in your household — please fill in your initials (or first name) here . . .

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**ARBITRON RATINGS RADIO**

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21-10

RESPONDENT STATION IDENTIFICATION

FINDINGS -- EMPHASIZED CALL LETTER DIARY

- REDUCES ENTRIES NEEDING STATION OR SLOGAN EDIT BY 13%
- MAY REDUCE RETURN AND RESPONSE RATES
- MAY HARM AGE/SEX REPRESENTATION
- MAY REDUCE BLACK RETURN RATES
- MAY REDUCE AUDIENCE OF SLOGAN-USING STATIONS

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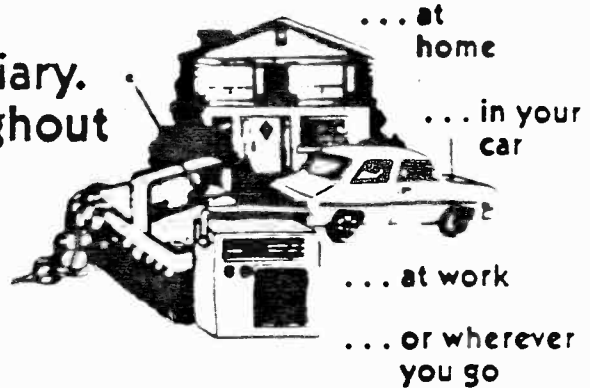
**ARBITRON RATINGS**  
**RADIO**

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3/12/86  
21-11



## GENERIC INSTRUCTION PAGE

**This is your Arbitron Ratings diary. Please fill it in yourself. Throughout the seven days of the survey, beginning on Thursday, please keep this diary with you . . .**



Each time you listen to radio (whether you yourself turn it on or not), please fill in the following information:

- 1 Time**  
Fill in starting and ending times.  
Check AM for morning listening, and PM for afternoon and evening listening.  
For NOON, check PM. For MID (midnight), check AM.
- 2 Station**  
Fill in the station you are listening to.  
Start a new line each time you change stations.

TIME		STATION	PLACE		
From	To	Fill in the station	Check One (✓)	Check One (✓)	
AM	PM		At Home	In a Car	Some Other Place
6:40 ✓	7:30 ✓	WWTM	✓	✓	
10:10 ✓	NOON ✓	PIERCE SIX ✓	✓	✓	
NOON ✓	2:45 ✓	WJL	✓	✓	
6:30 ✓	8:30 ✓	KADV	✓	✓	
10:50 ✓	MID ✓	1061 ON THE BEAT	✓	✓	

- 3 AM or FM**  
Check whether AM dial or FM dial.
- 4 Place**  
Check "At Home," "In a Car," or "Some Other Place."

PLEASE CHECK HERE  IF YOU DO NOT LISTEN TO RADIO TODAY

On days when you do not listen to radio, check the box at the bottom of the page.

**Important:** Many stations broadcast on both AM and FM. For this Arbitron Ratings survey, it is important to correctly identify whether you are listening on AM or FM (even though the station may use the same call letters and broadcast the same thing on the air).

To keep your Arbitron Ratings diary from getting mixed up with others in your household — please fill in your initials (or first name) here . . .

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# ARBITRON RATINGS RADIO



RESPONDENT STATION IDENTIFICATION

FINDINGS -- GENERIC DIARY

- INCREASES ENTRIES NEEDING STATION OR SLOGAN EDIT BY 10%
- POSSIBLE IMPROVEMENT TO RETURN AND RESPONSE RATE  
-- GREATEST IN HIGHER SOCIOECONOMIC GROUPS
- MAY IMPROVE HISPANIC RETURN RATE
- MAY REDUCE BLACK RETURN RATE
- MAY REDUCE AUDIENCE OF SLOGAN-USING STATIONS

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**RADIO**

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