

ARBITRON RADIO

Market
Survey
Area
Guide

April 1974 - January 1975

ARBITRON 1974 RADIO MARKET SURVEY SCHEDULE

Jan./ Feb. April/ May July/ Aug. Oct./ Nov.

Market

Market

Market	Jan./ Feb.	April/ May	July/ Aug.	Oct./ Nov.
Richmond				
Riverside-San Bernardino-Ontario				
Roanoke				
Rochester, NY				
Rockford				
Sacramento				
Saginaw				
St. Louis				
Salinas-Seaside-Monterey				
Salt Lake City-Ogden				
San Antonio				
San Diego				
San Francisco				
San Jose				
Savannah				
Seattle-Everett-Tacoma				
Shreveport				
*Stout City, IA				
*Stout Falls, SD				
South Bend				
Spokane				
Springfield-Chicopee-Holyoke				
Springfield, MO				
Syracuse				
*Tallahassee				
Tampa-St. Petersburg				
Terre Haute				
Toledo				
Topeka				
Trenton				
Tucson				
Tulsa				
Utica-Rome				
Waco				
Washington, DC				
Waterloo-Cedar Falls				
West Palm Beach-Boca Raton				
Wheeling				
Wichita, KS				
Wichita Falls, TX				
Wilmington, DE				
Winston-Salem				
Worcester				
*Yakima				
York				
Youngstown-Warren				

*Denotes market being measured by Arbitron for the first time.

SCHEDULE OF SURVEY DATES 1974

JANUARY/FEBRUARY Jan. 10—Feb. 6, 1974

APRIL/MAY April 11—May 8, 1974

JULY/AUGUST July 18—Aug. 7, 1974

OCTOBER/NOVEMBER To be announced—

Subject to World Series Schedule

Jan./ Feb. April/ May July/ Aug. Oct./ Nov.

Market

Market	Jan./ Feb.	April/ May	July/ Aug.	Oct./ Nov.
Grand Rapids				
Great Falls				
Green Bay				
Greensboro-High Point				
Greenville-Spartanburg, SC				
Harrisburg				
Hartford-New Britain				
Honolulu				
Houston				
Huntington-Ashland				
*Huntsville, AL				
Indianapolis				
Jackson, MS				
Jacksonville				
Johnstown				
Kalamazoo-Portage				
Kansas City				
Knoxville				
Lafayette, LA				
Lakeland-Winter Haven, FL				
Lancaster				
Lansing-East Lansing				
Las Vegas				
Lexington				
Lincoln				
Little Rock-North Little Rock				
Los Angeles				
Louisville				
Lubbock				
Macon				
Madison				
Manchester				
McAllen-Brownsville				
*Melbourne-Titusville-Cocoa, FL				
Memphis				
Miami				
Milwaukee				
Minneapolis-St. Paul				
Mobile				
Montgomery				
Nashville-Davidson				
*Nassau-Suffolk				
New Haven-West Haven				
New Orleans				
New York				
Norfolk-Portsmouth-Newport News-Hampton				
Northwest Pennsylvania (Wilkes Barre-Scranton)				
Oklahoma City				
Omaha-Council Bluffs				
Orlando				
Pensacola				
Peoria				
Philadelphia				
Phoenix				
Pittsburgh				
Portland, ME				
Portland, OR				
Providence-Warwick-Pawtucket				
Raleigh-Durham				
Reading				
Reno				

Jan./ Feb. April/ May July/ Aug. Oct./ Nov.

Market

Market	Jan./ Feb.	April/ May	July/ Aug.	Oct./ Nov.
Akron				
Albany-Schenectady-Troy				
Albuquerque				
Allentown-Bethlehem-Easton				
Altoona				
Amarillo				
Anchorage				
Appleton-Oshkosh				
*Ardmore-Ada ADI				
Asheville				
Atlanta				
Augusta, GA				
Austin, TX				
Bakersfield				
Baltimore				
Baton Rouge				
Beaumont-Port Arthur-Orange				
Bilings				
Binghamton				
Birmingham				
Boise City				
Boston				
*Bridgeport				
Buffalo				
Canton				
Cedar Rapids				
Charleston, SC				
Charleston, WV				
Charlotte-Gastonia				
Chattanooga				
Chicago				
Cincinnati				
Cleveland				
Colorado Springs				
Columbia, SC				
Columbus, GA				
Columbus, OH				
Corpus Christi				
Dallas-Ft. Worth				
Davenport-Rock Island-Moline				
Dayton				
Denver-Boulder				
Des Moines				
Detroit				
Duluth-Superior				
El Paso				
Erie				
Eugene-Springfield				
Evansville				
Fargo-Moorhead				
Ft. Lauderdale-Hollywood				
Ft. Wayne				
Fresno				

ARBITRON RADIO

**Market
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April 1974 - January 1975

SURVEY AREA DEFINITION PROCEDURES FOR RADIO MARKET REPORTS

I. Criteria for Design of Initial Market Definitions

The initial survey area of a market will include every county which is covered by the 0.5 MV/M signal contours of at least two AM stations licensed to the metro area of the market being defined. A county will be considered *covered* whenever the signal patterns encompass approximately half (or more) of the county's population and/or geographic area. In cases where diary results are available from previous surveys in adjacent markets, counties will be included or excluded on the basis of actual listening data rather than signal contour patterns. In these instances, counties will be evaluated using the same general criteria employed in updating survey area definitions of markets which have been surveyed previously.

The initial survey area definition of a market will be reviewed after the first survey of that market. Subsequent reviews will take place at least once a year. Generally, these reviews will be based upon the diary results from the Spring and Fall surveys **combined**.

II. Criteria for Updating of Existing Market Definitions

A. Procedure for retaining, adding or deleting of counties in which diary-based listening data are available for previous surveys

The criteria for retaining, adding or deleting counties generally are based on *share of diary mentions*. *Diary mentions* for a given station represent the number of different diaries in which the station was mentioned with five or more minutes of listening at any time during the week.

Within existing market definitions, for each county, diary mentions to all home stations are divided by total diary mentions to any stations to arrive at a *share* of diary mentions for home stations:

$$\frac{\text{Mentions to Home Stations}}{\text{Mentions to All Stations}} = \text{Home Station Share of Mentions}$$

1. A non-metro county will be added to (or retained in) a market definition if the Home Station Share is 10% or more. If the share is less than 10%, the county will be deleted.
2. A county that is part of the Metro area of another Arbitron-surveyed market will be added to (or retained in) a market definition if the Home Station Share is 5% or more. If the share is less than 5%, the county will be deleted.
3. In cases where a county contains less than ten diaries, the county will retain its current status (i.e., "in" or "out") for the market being reviewed. However, counties having fewer than ten diaries will be subject to the *special exception* conditions noted under **III**.
4. As a general rule, all market definition reviews will be based on the combined diary results of at least two surveys (see exception noted under **I** above). Any market definition changes which result from this review will be implemented at the earliest possible date.

B. Conditions under which a market definition will be expanded to include additional counties which have not been surveyed previously

1. A previously unsurveyed county will be added to a market definition whenever a Home Station Share of 50% or more is attained in an adjacent county that **was** surveyed.
2. Generally, survey areas will be extended outward by the addition of one county at a time. However, this expansion may include two or more counties in cases where such action is reasonable in view of geography, topography, home station signal patterns, etc.

III. Exceptional Conditions

Arbitron reserves the right to exercise its best professional judgment in modifying and/or waiving certain procedures specified above whenever strict adherence to these procedures would result in a county addition or deletion which would appear totally unreasonable or illogical in light of known topographic, geographic, or other exceptional conditions.

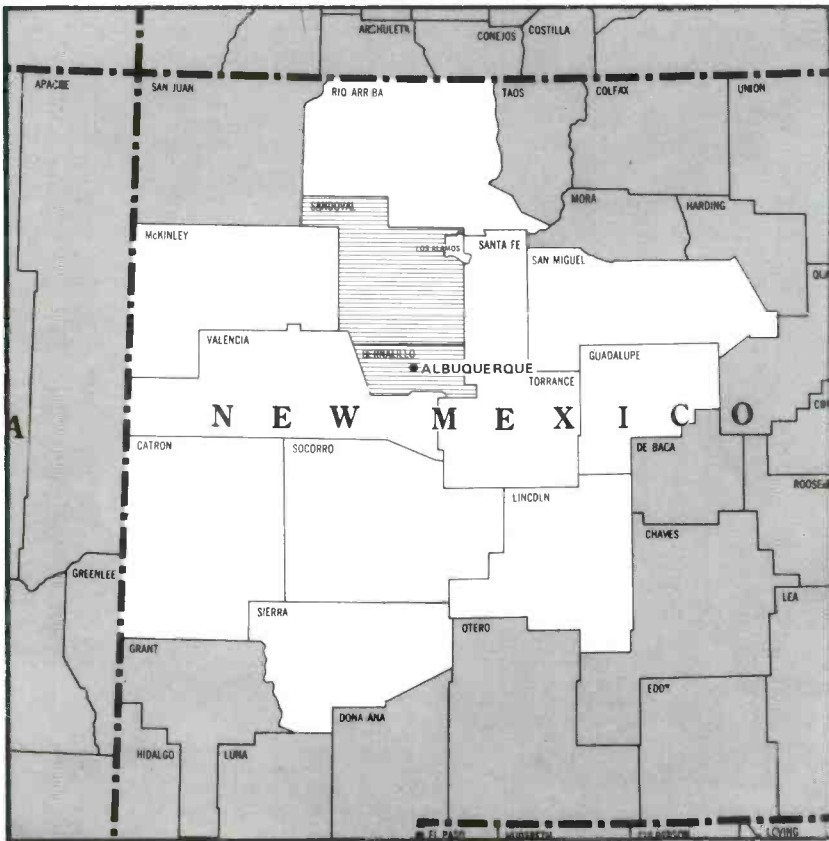
The maps on the following pages show survey area definitions for all radio markets scheduled to be surveyed by Arbitron Radio in April 1974 - January 1975 as of this printing. Additional markets may be added during the year.

The Total Survey Area is shown in white on each map, and the Metro Survey Area, is cross-hatched.

Metro Survey Areas generally correspond to Standard Metropolitan Statistical Areas as defined by the Office of Management and Budget, subject to exceptions dictated by historical industry usage and other marketing considerations. In New England markets the Metro Survey Area is defined in the following manner:

Where the SMSA represents 65% or more of the population of the Standard Rate and Data Service full-county definition for the market, Arbitron will use SRDS full-county definitions to define the metro. Where the SMSA represents less than 65% of the population of the SRDS full-county definition for the market, Arbitron will use the SMSA to define the metro.

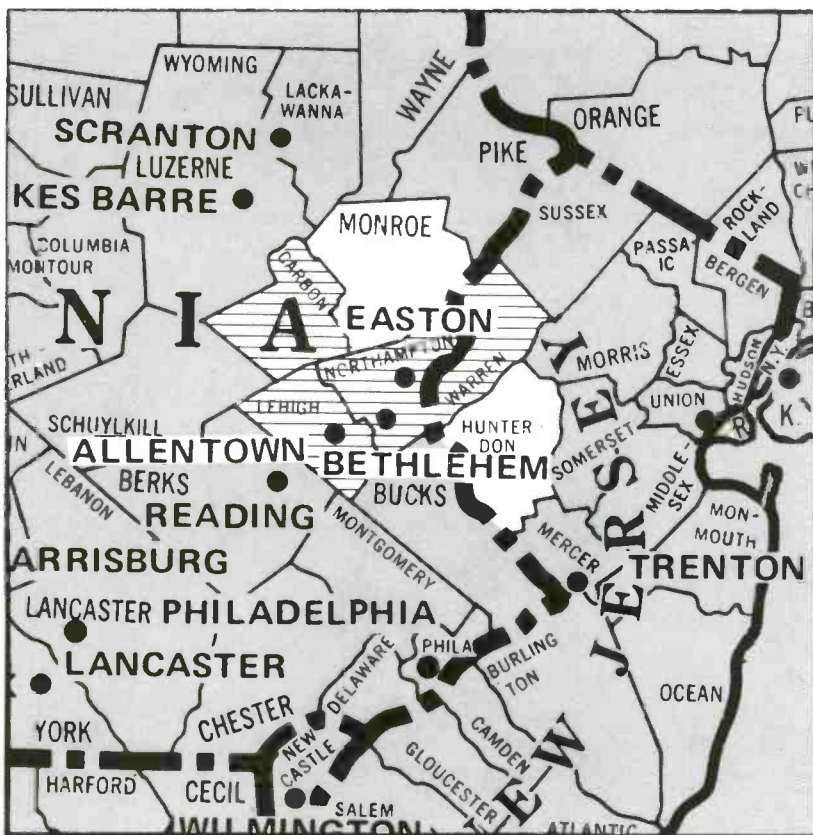
Albuquerque



SURVEYS SCHEDULED:

April/May

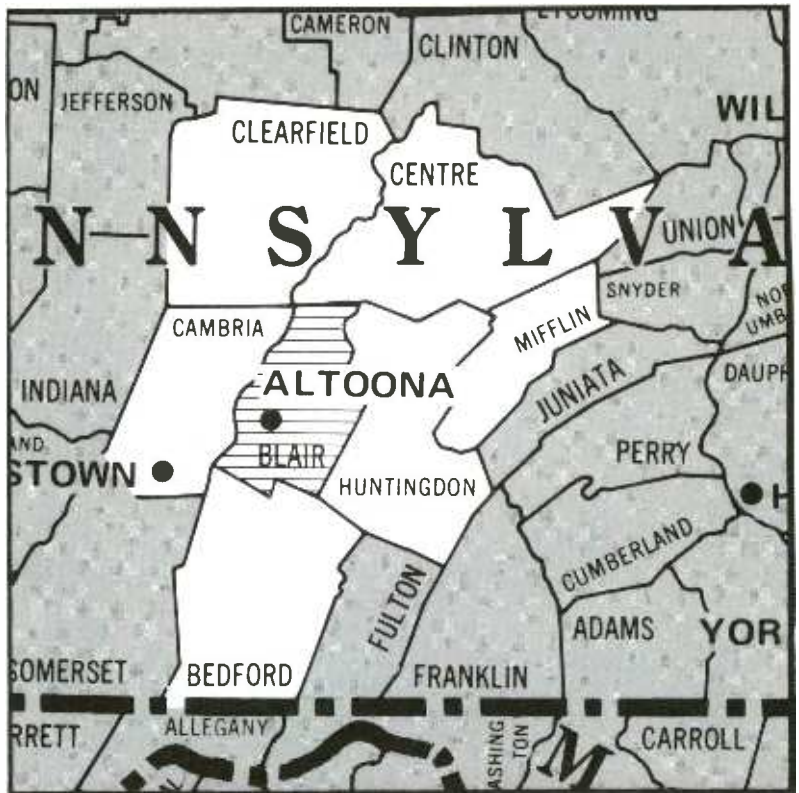
Allentown- Bethlehem- Easton



SURVEYS SCHEDULED:

April/May

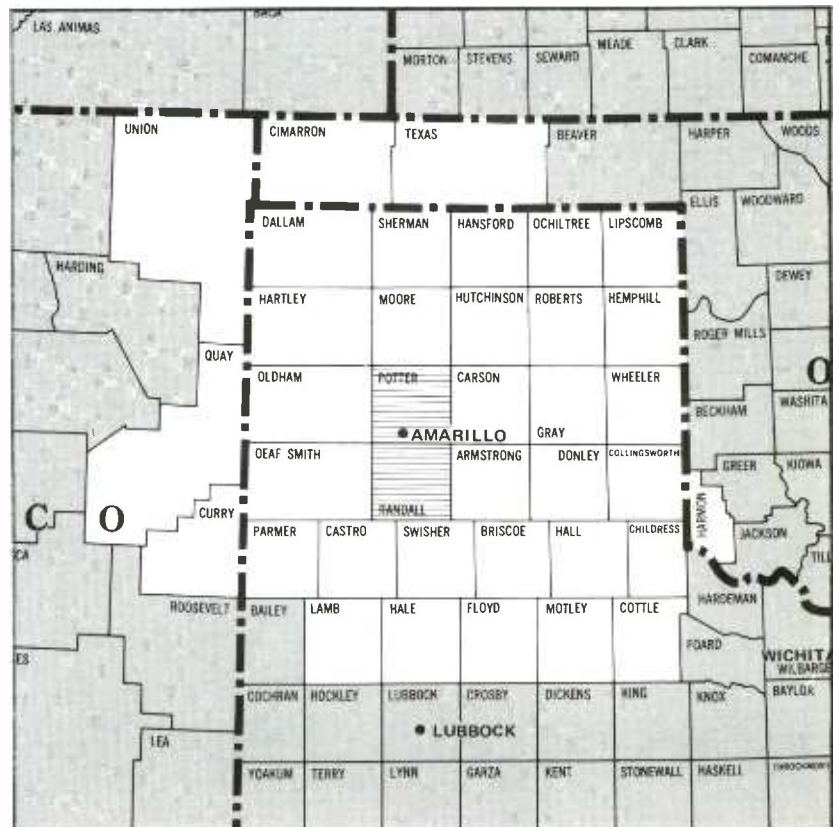
Altoona



SURVEYS SCHEDULED:

April/May

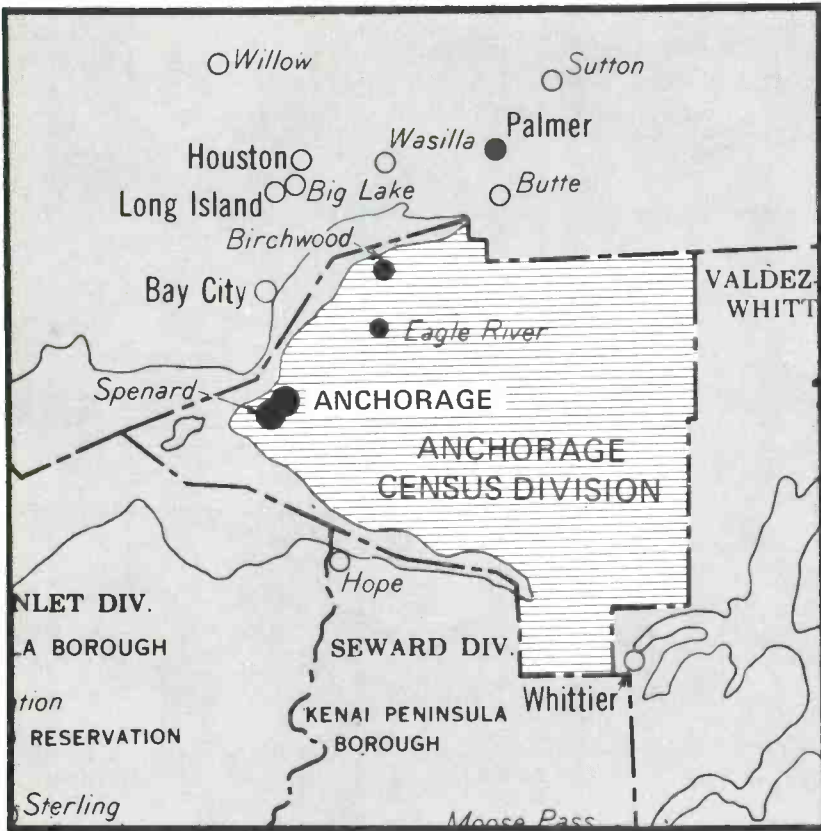
Amarillo



SURVEYS SCHEDULED:

April/May

Anchorage



SURVEYS SCHEDULED:

April/May

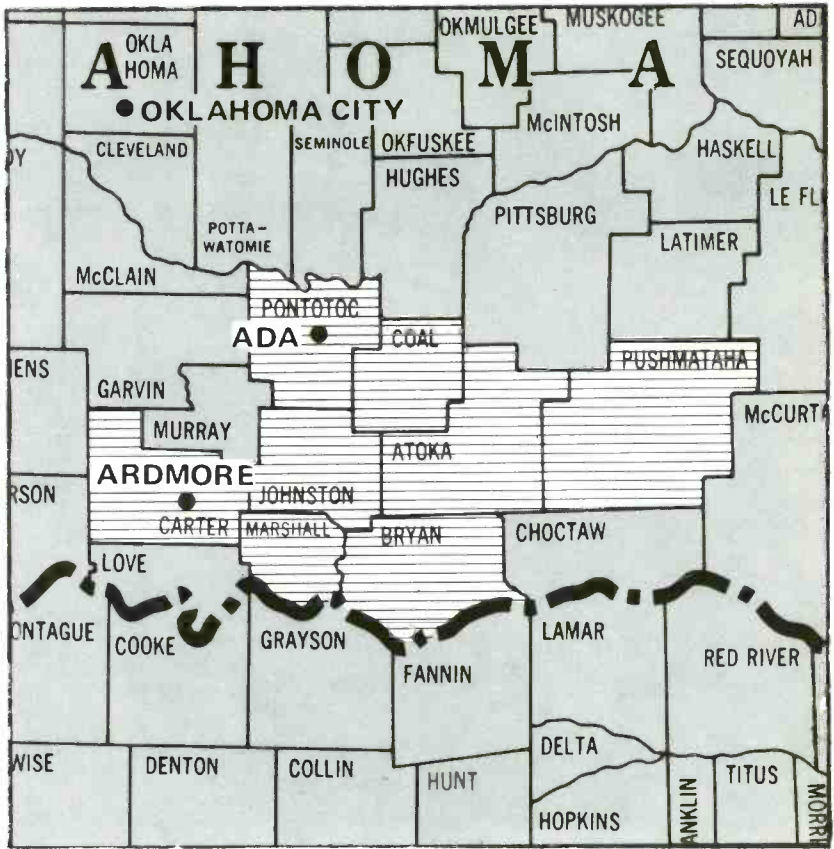
Appleton-Oshkosh



SURVEYS SCHEDULED:

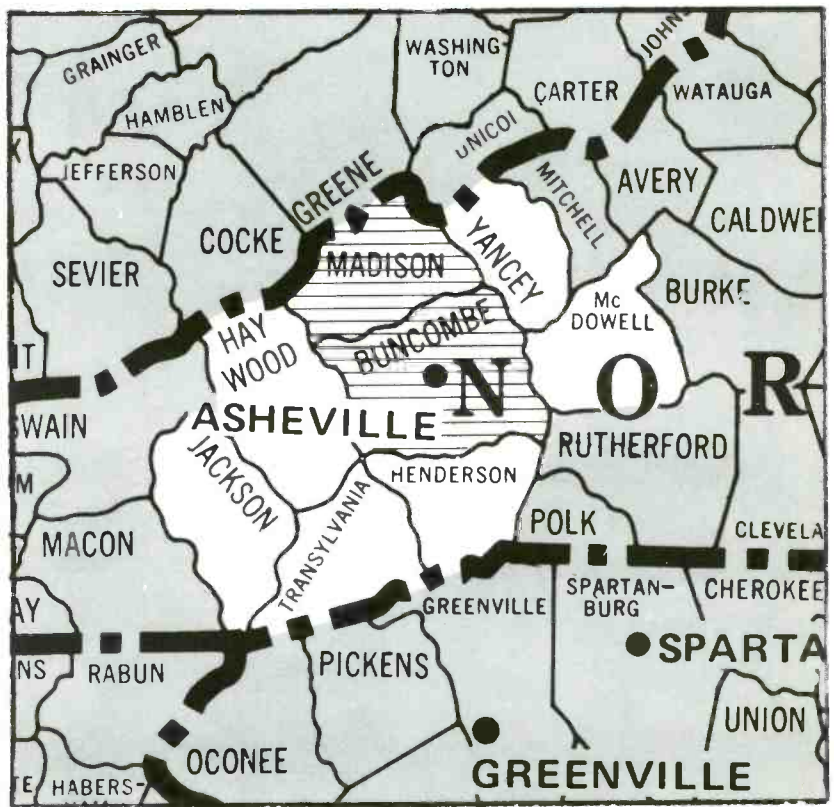
April/May

Ardmore- Ada ADI

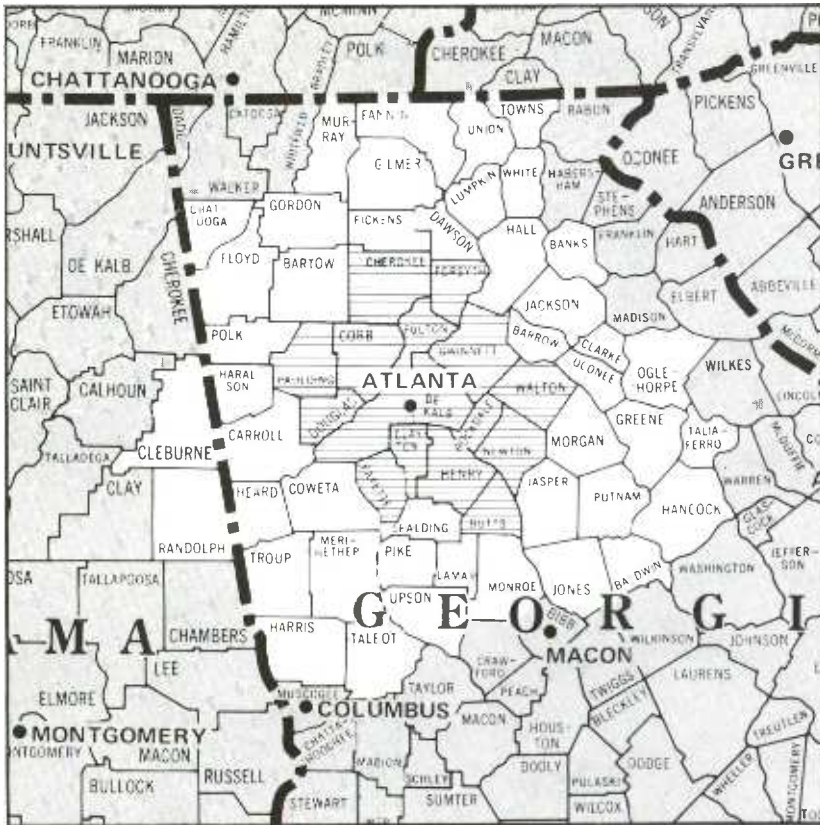


SURVEYS SCHEDULED:
April/May

Asheville



SURVEYS SCHEDULED:
April/May

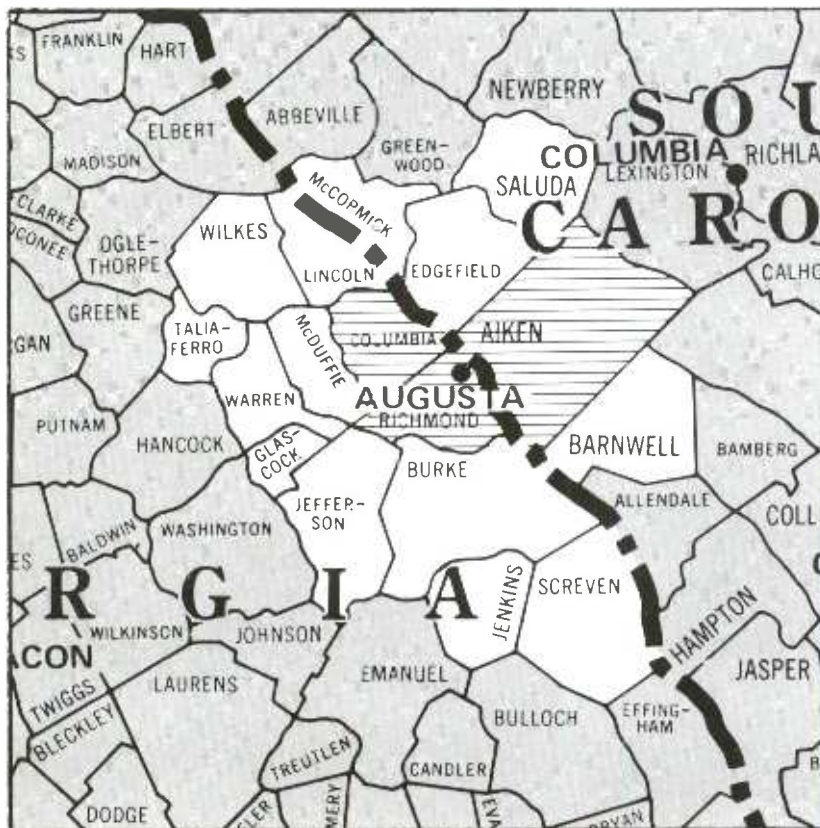


Atlanta

SURVEYS SCHEDULED:

April/May

October/November

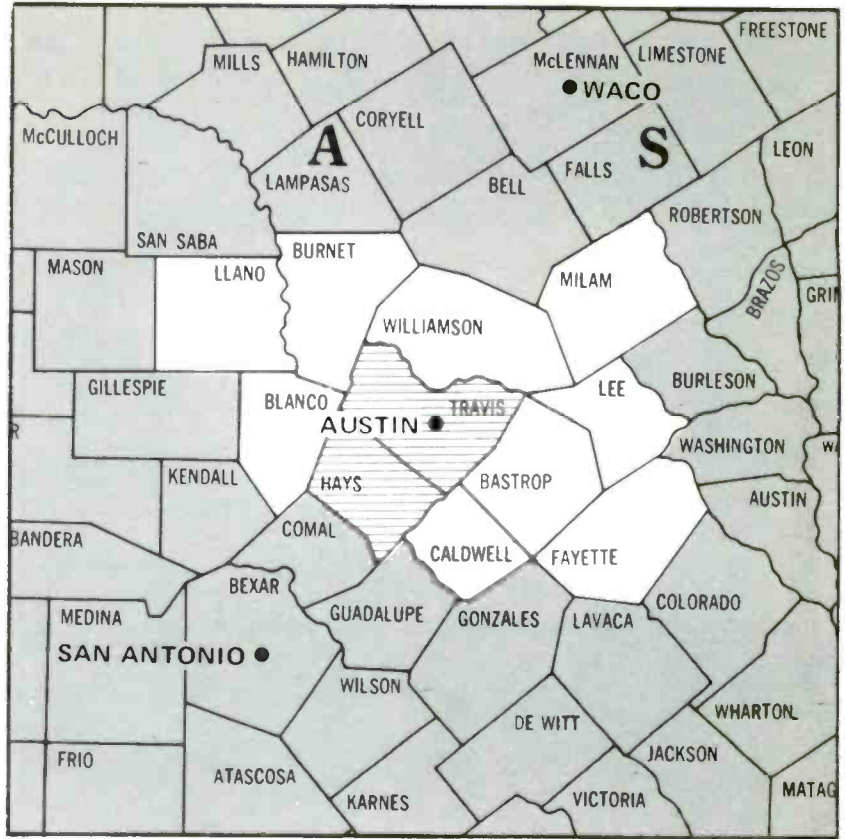


Augusta, GA

SURVEYS SCHEDULED:

April/May

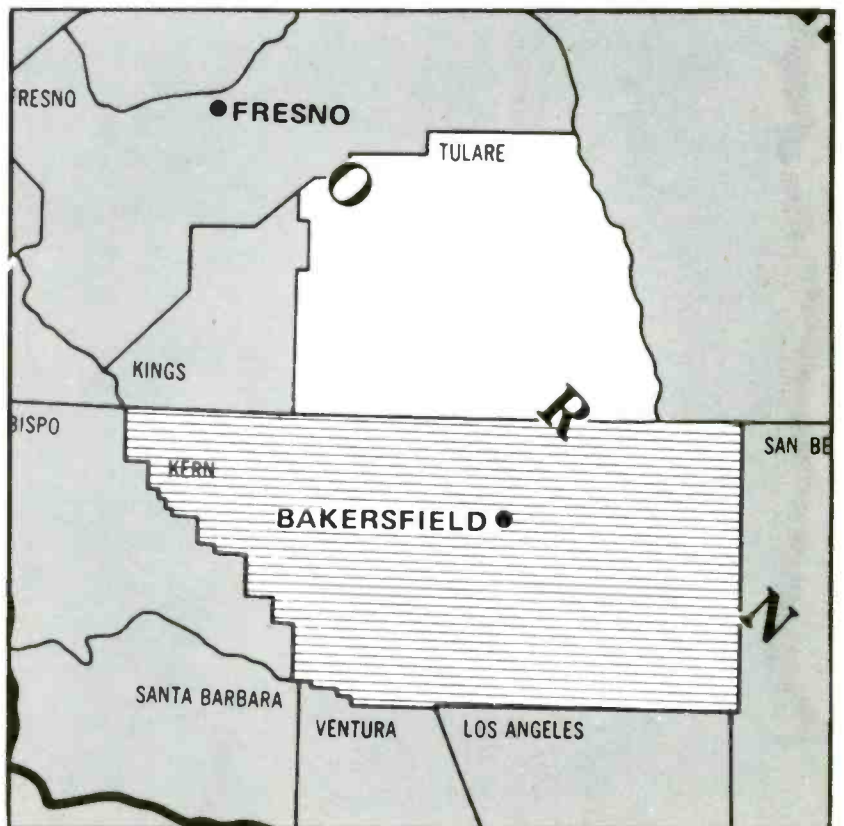
Austin, TX



SURVEYS SCHEDULED:

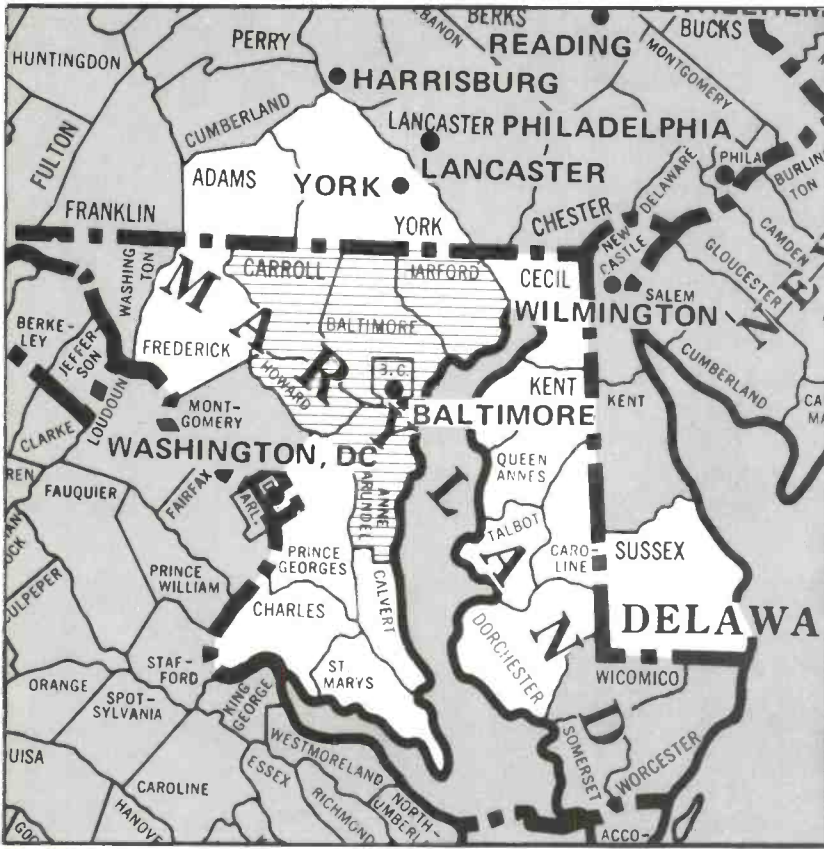
April/May

Bakersfield



SURVEYS SCHEDULED:

April/May



Baltimore

SURVEYS SCHEDULED:

April/May

October/November

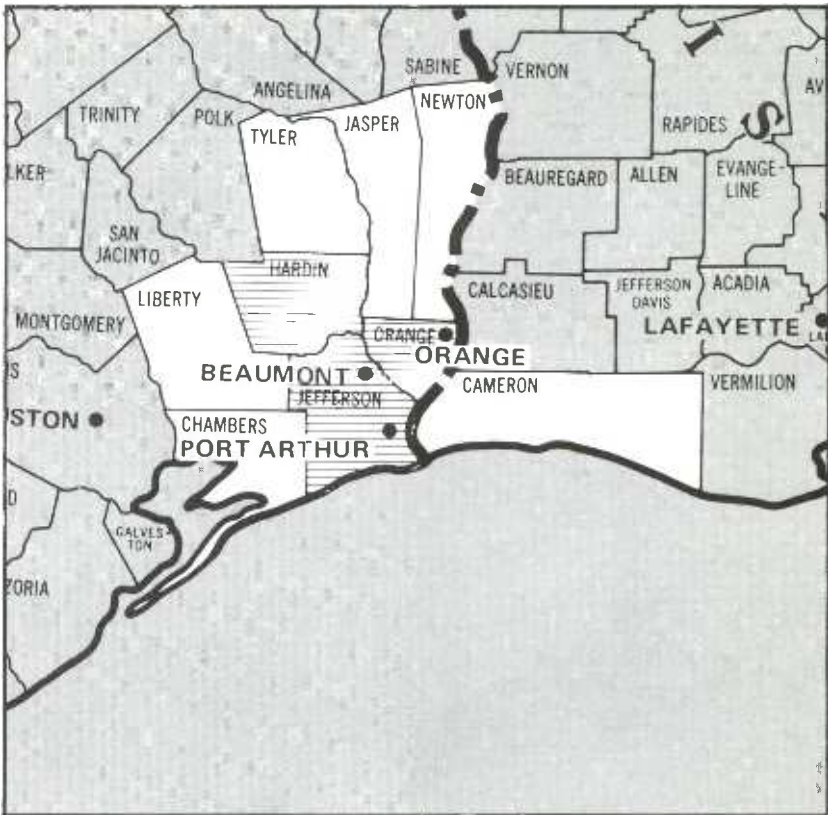


Baton Rouge

SURVEYS SCHEDULED:

April/May

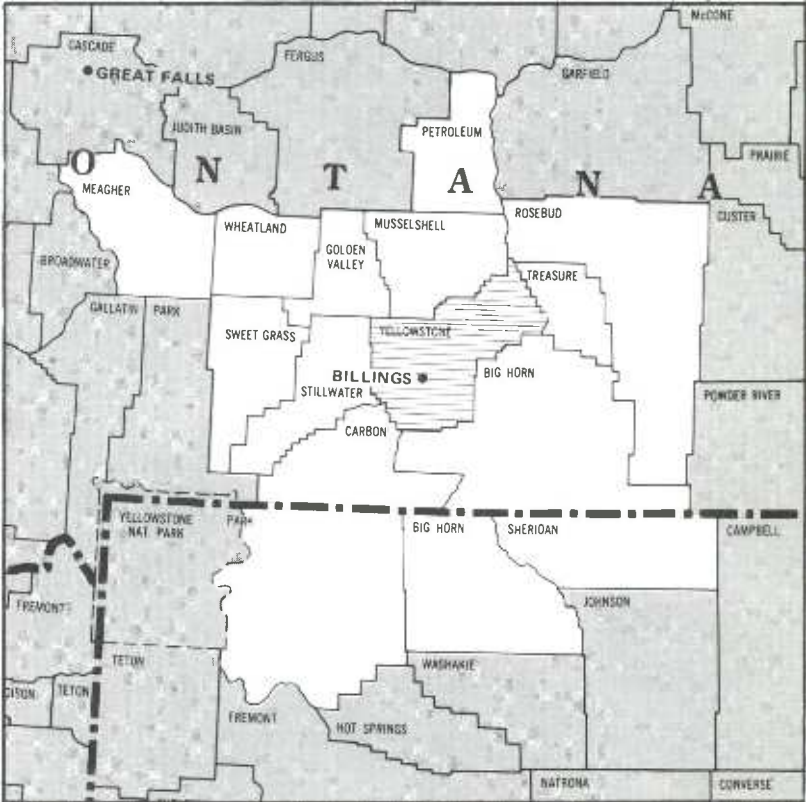
Beaumont- Port Arthur- Orange



SURVEYS SCHEDULED:

April/May

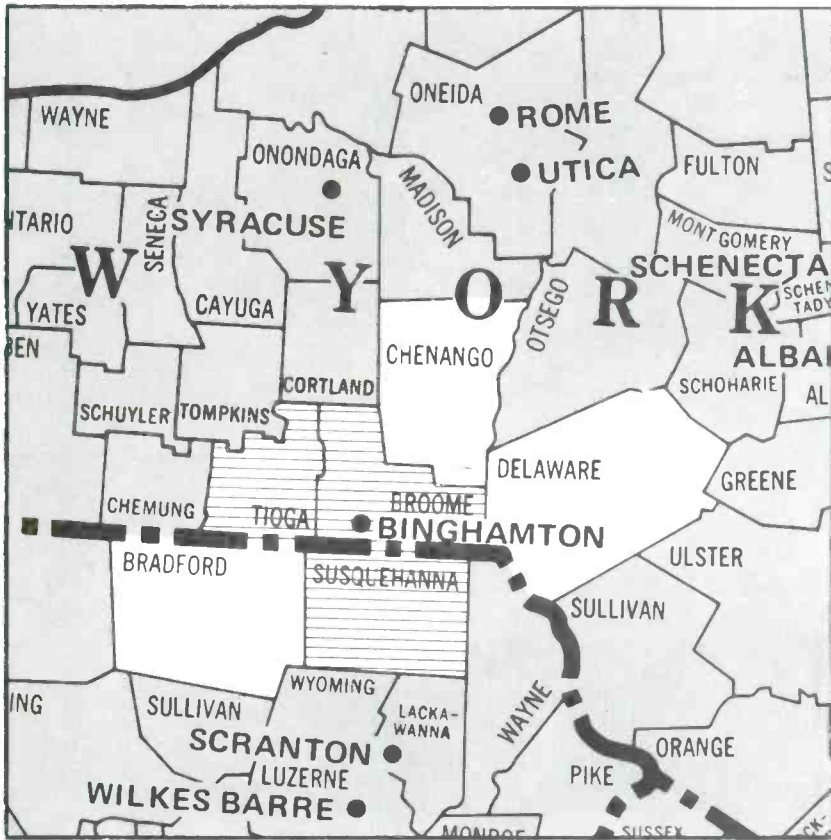
Billings



SURVEYS SCHEDULED:

April/May

Binghamton



SURVEYS SCHEDULED:

April/May

Birmingham

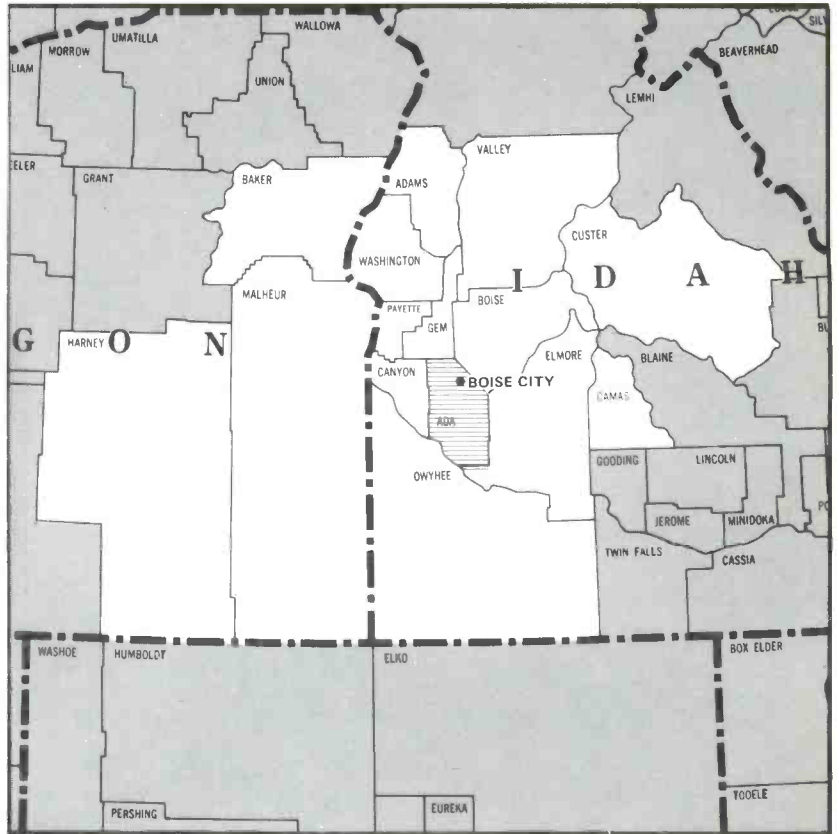


SURVEYS SCHEDULED:

April/May

October/November

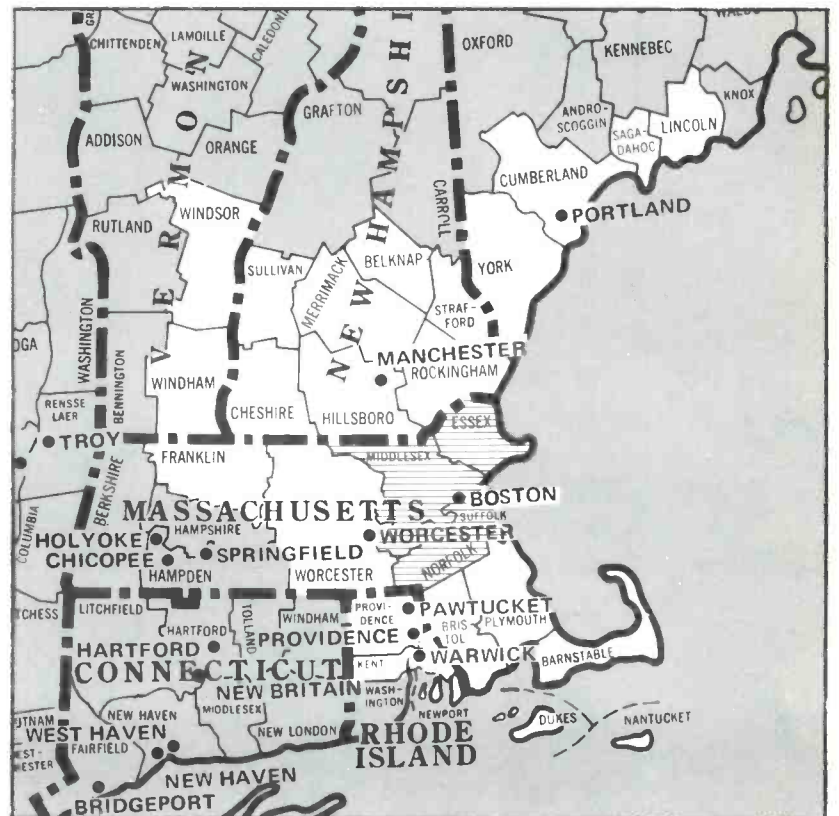
Boise City



SURVEYS SCHEDULED:

April/May

Boston



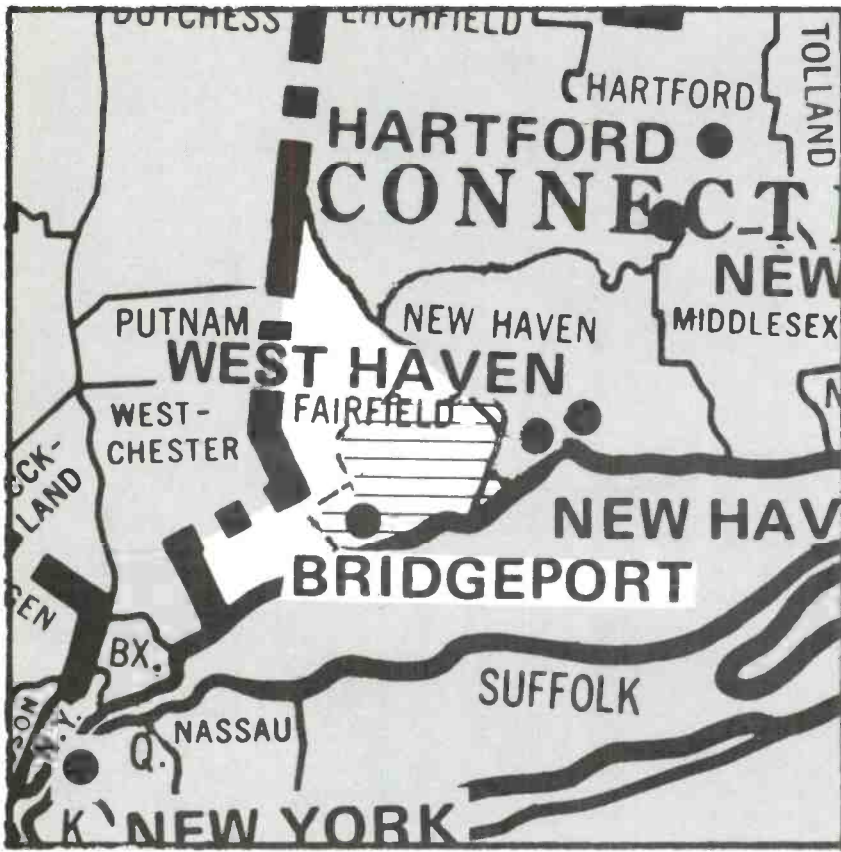
SURVEYS SCHEDULED:

January/February

April/May

July/August

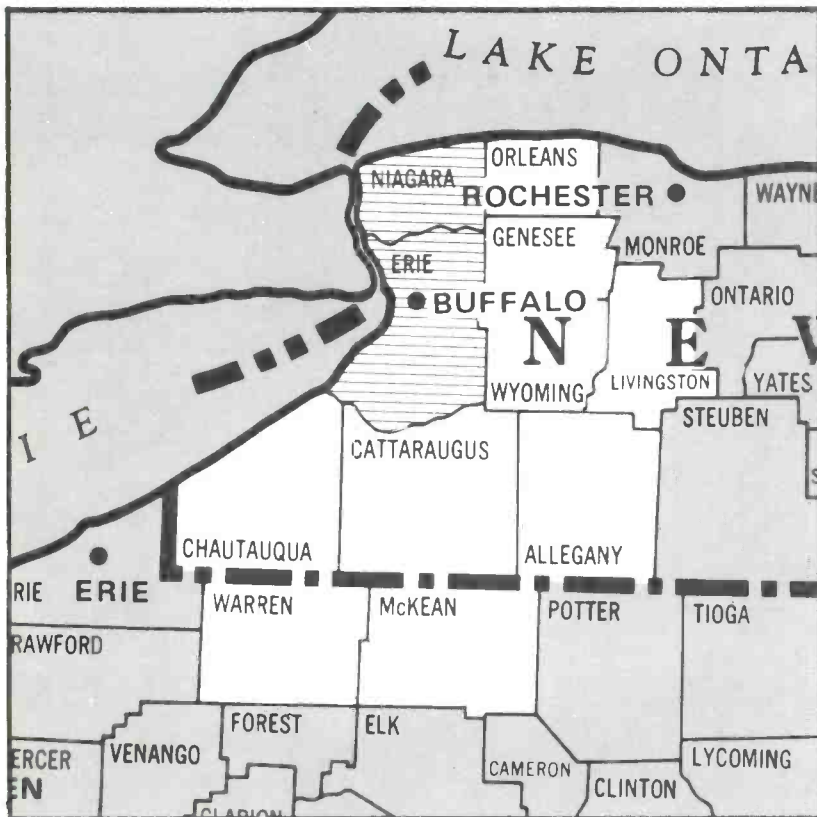
October/November



Bridgeport

SURVEYS SCHEDULED:

April/May



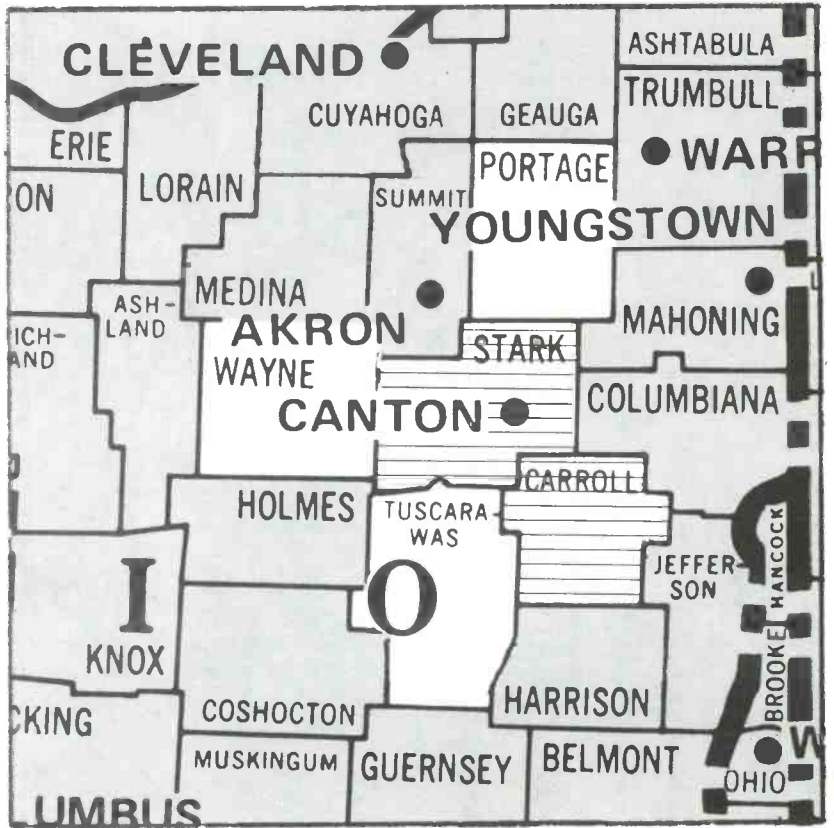
Buffalo

SURVEYS SCHEDULED:

April/May

October/November

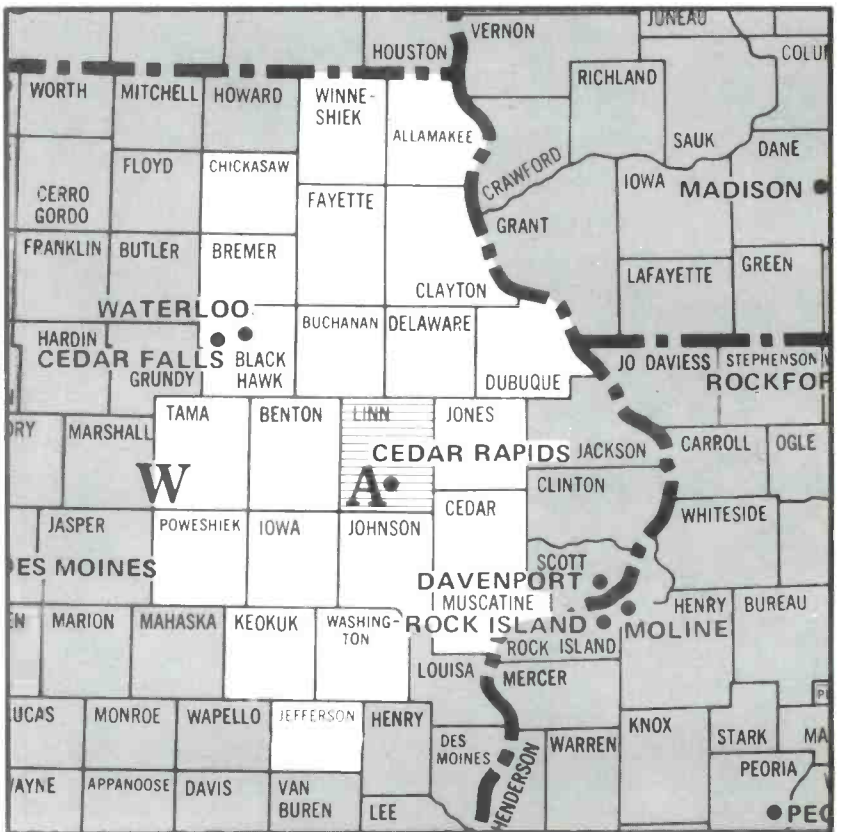
Canton



SURVEYS SCHEDULED:

April/May

Cedar Rapids



SURVEYS SCHEDULED:

April/May

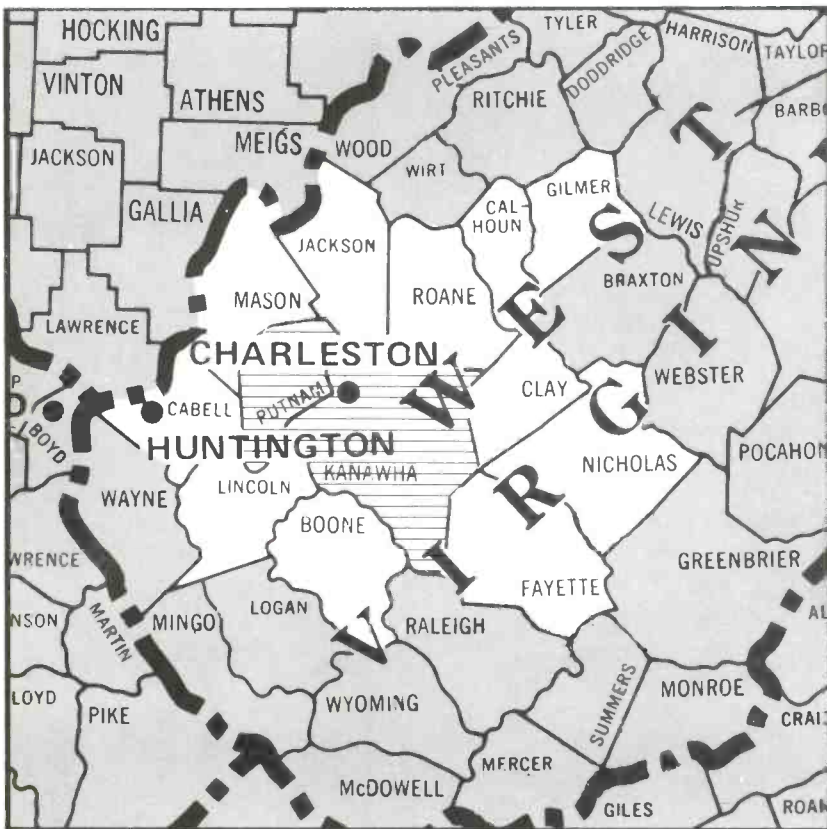


Charleston, SC

SURVEYS SCHEDULED:

April/May

October/November



Charleston, WV

SURVEYS SCHEDULED:

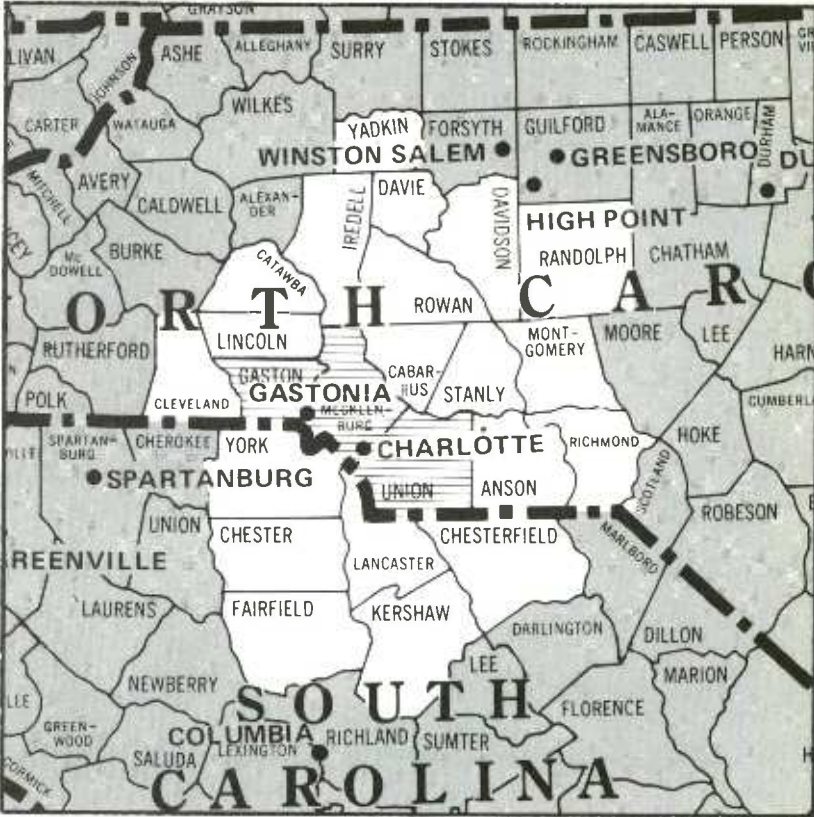
April/May

Charlotte-Gastonia

SURVEYS SCHEDULED:

April/May

October/November

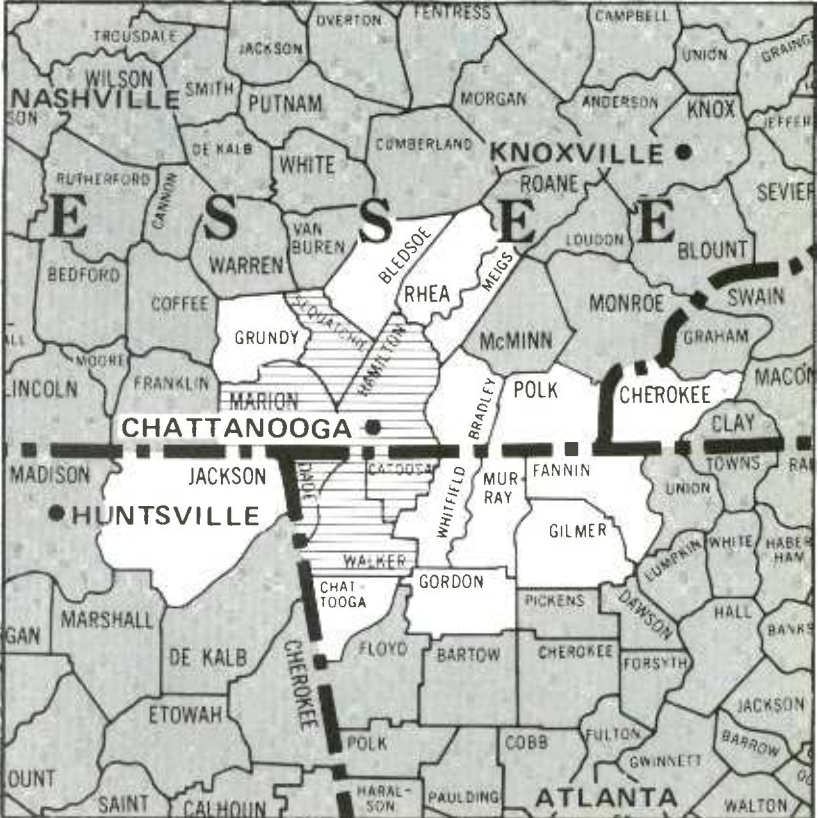


Chattanooga

SURVEYS SCHEDULED:

April/May

October/November





Chicago

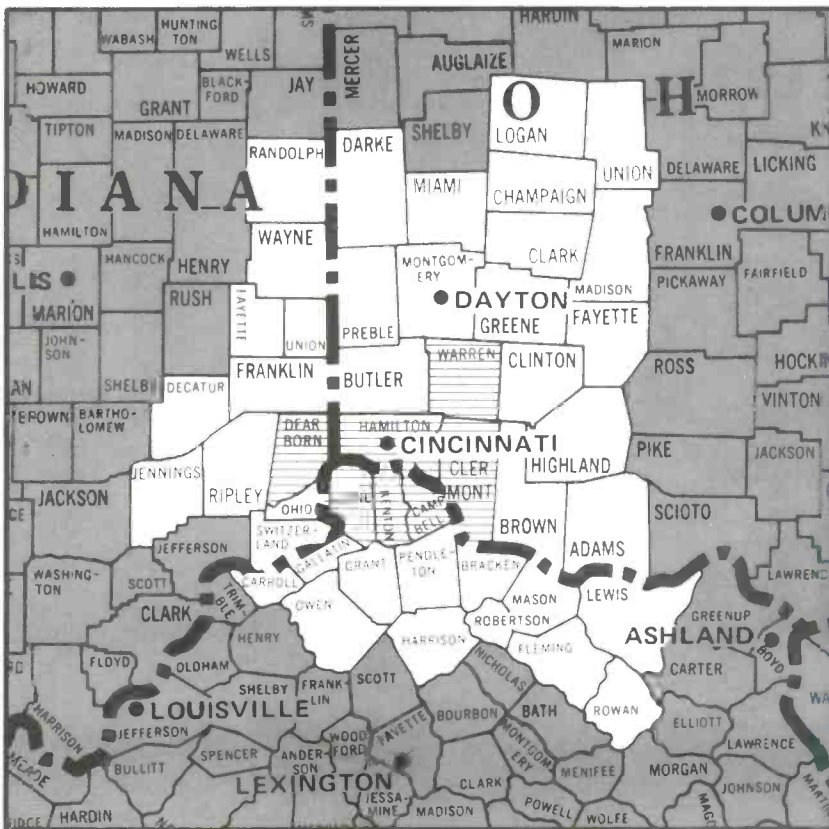
SURVEYS SCHEDULED:

January/February

April/May

July/August

October/November



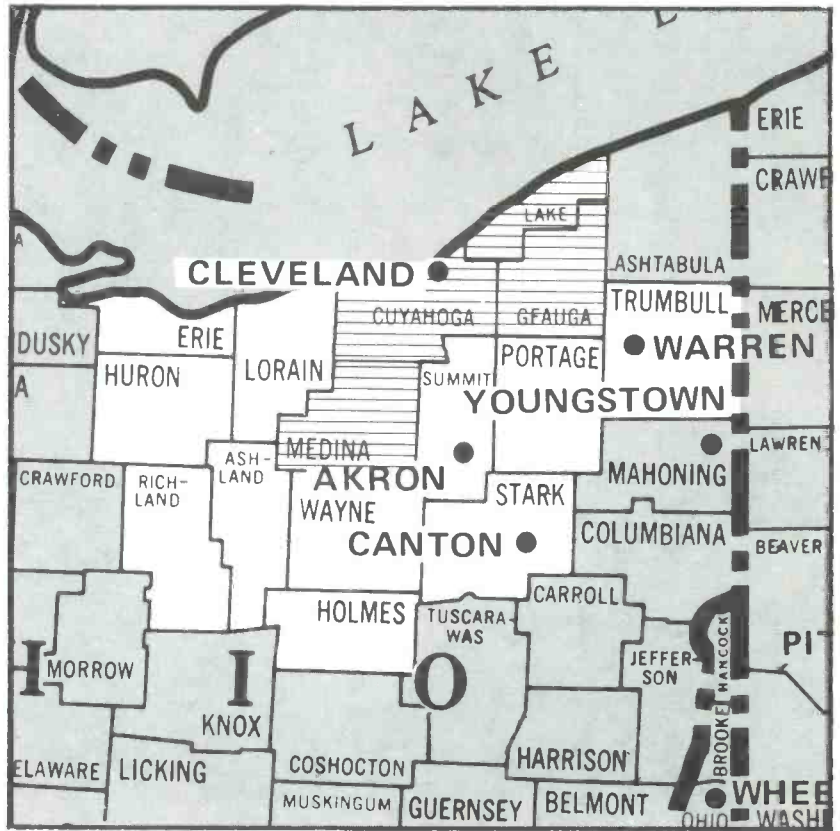
Cincinnati

SURVEYS SCHEDULED:

April/May

October/November

Cleveland



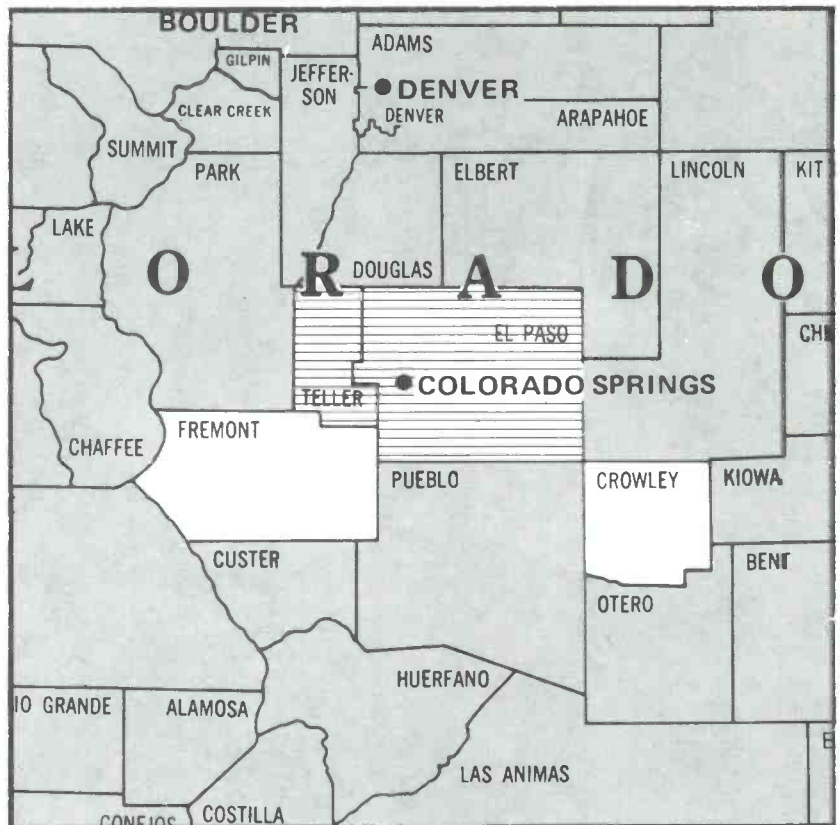
SURVEYS SCHEDULED:

January/February

April/May

October/November

Colorado Springs



SURVEYS SCHEDULED:

April/May

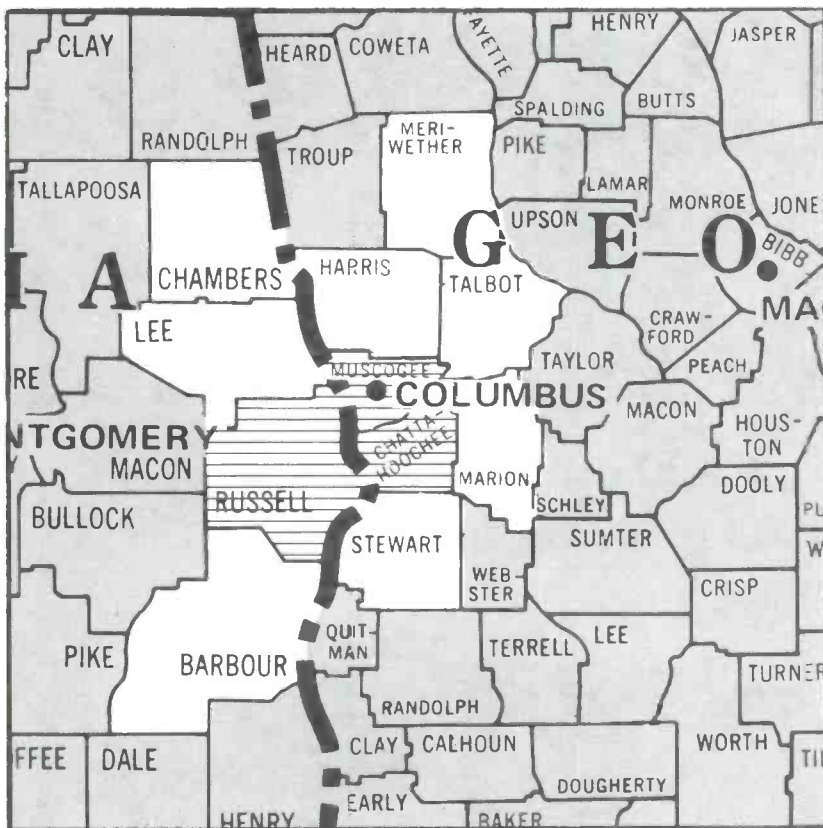
Columbia, SC



SURVEYS SCHEDULED:

April/May

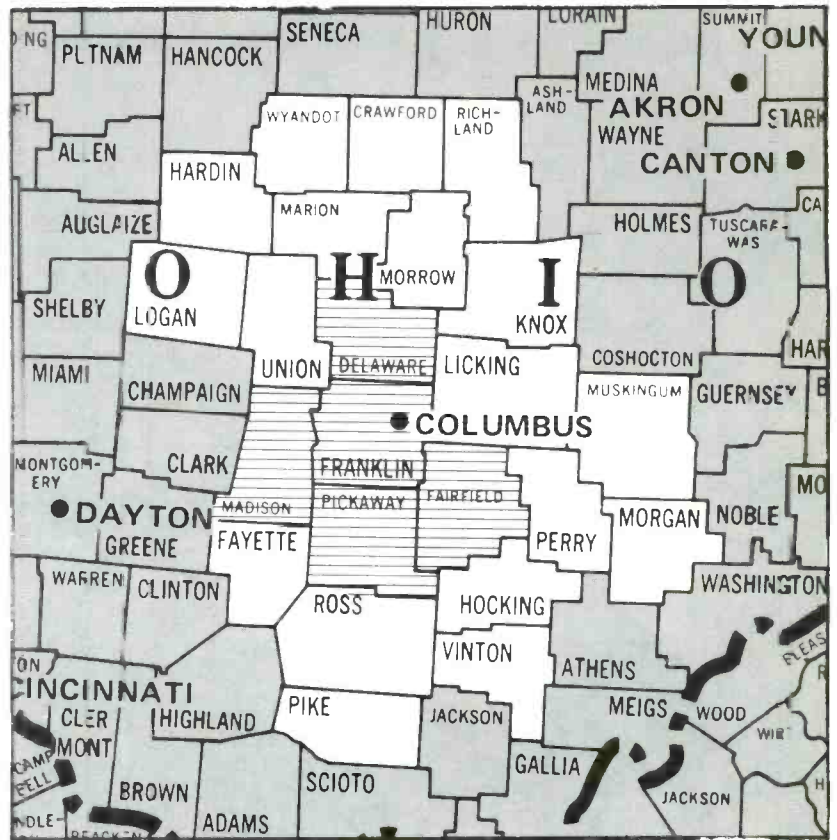
Columbus, GA



SURVEYS SCHEDULED:

April/May

Columbus, OH

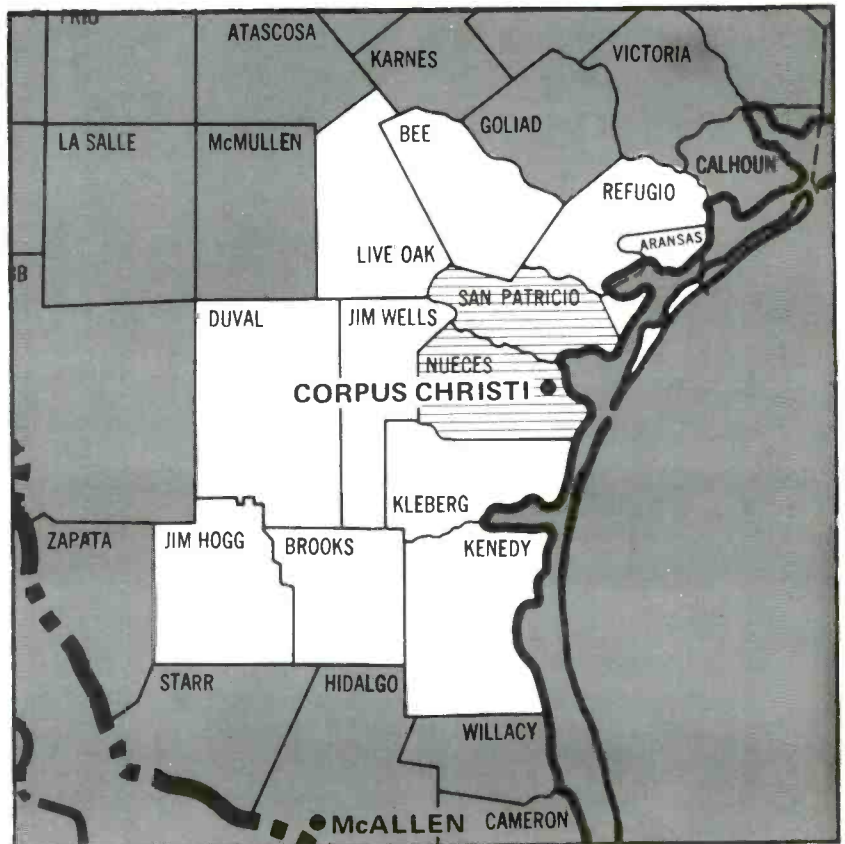


SURVEYS SCHEDULED:

April/May

October/November

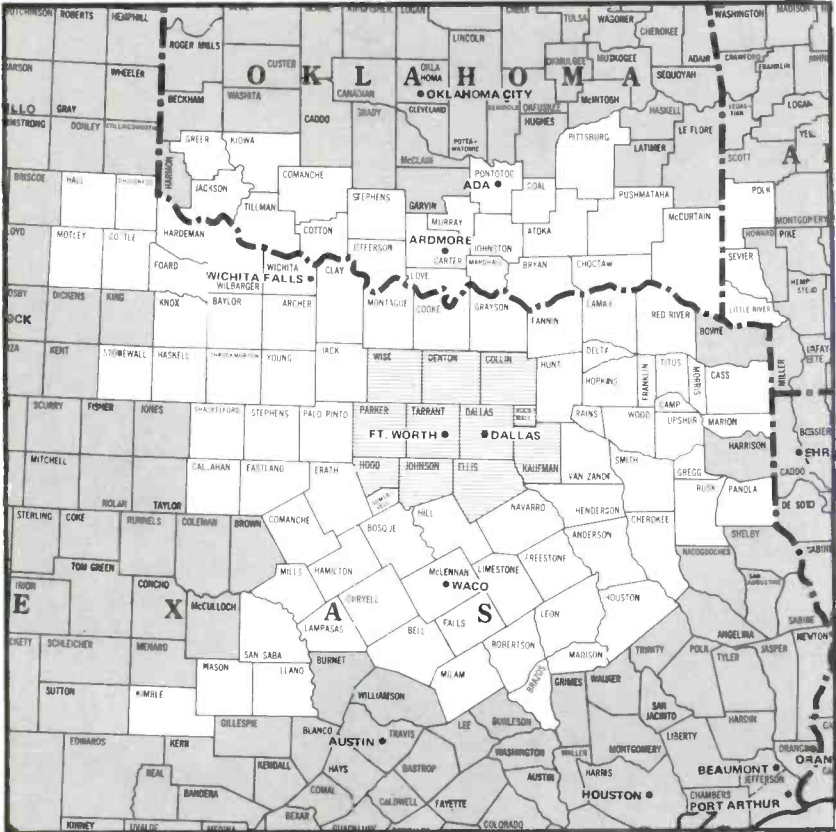
Corpus Christi



SURVEYS SCHEDULED:

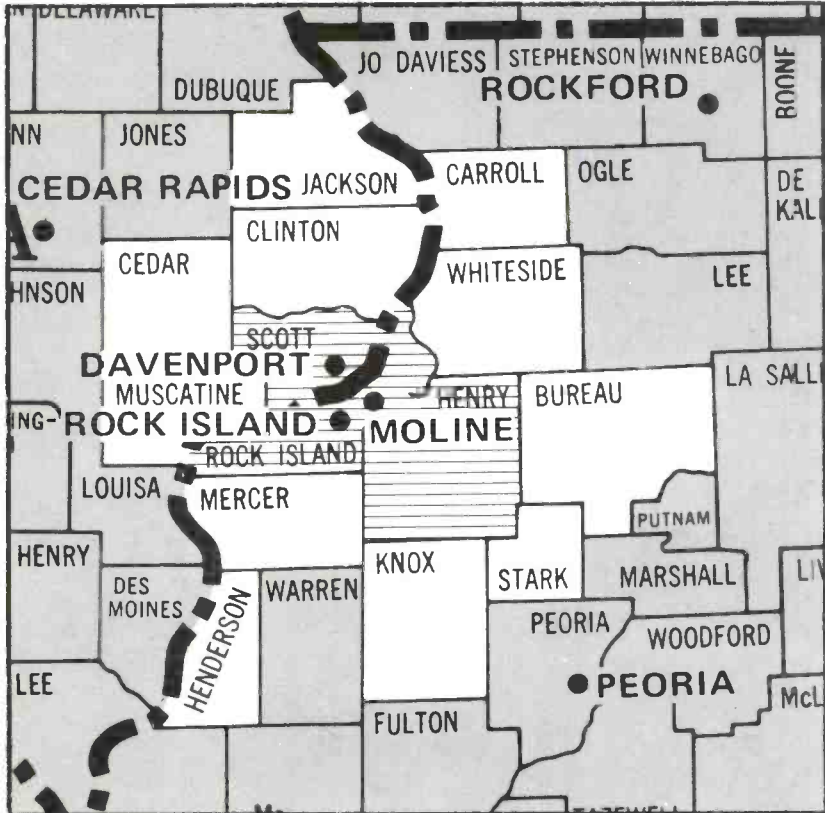
April/May

Dallas Ft. Worth



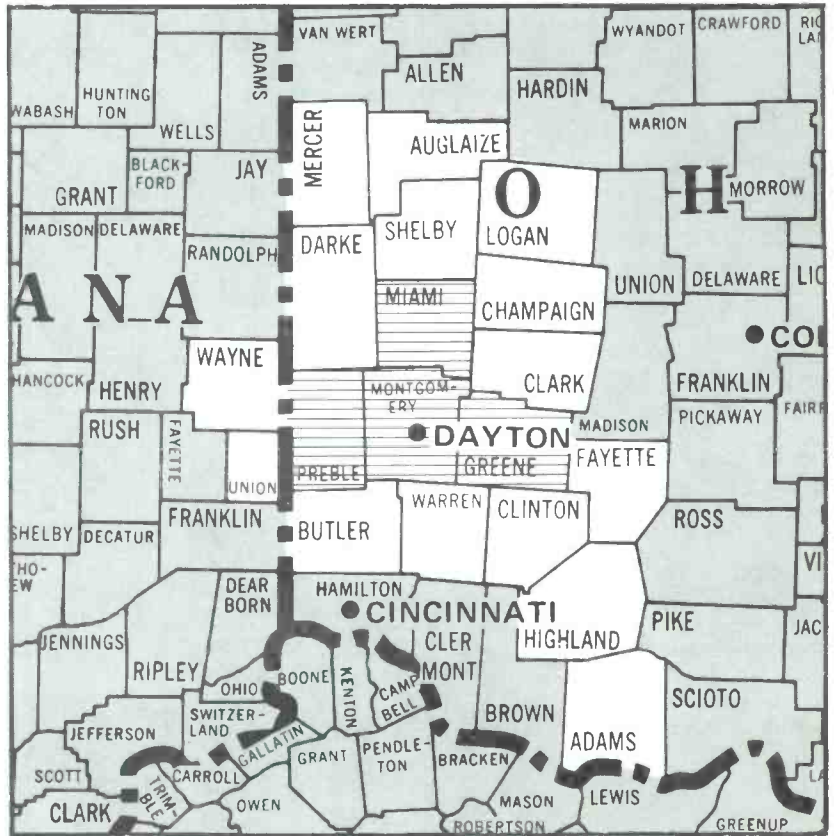
SURVEYS SCHEDULED:
 April/May
 October/November

Davenport-Rock Island-Moline



SURVEYS SCHEDULED:
 April/May

Dayton

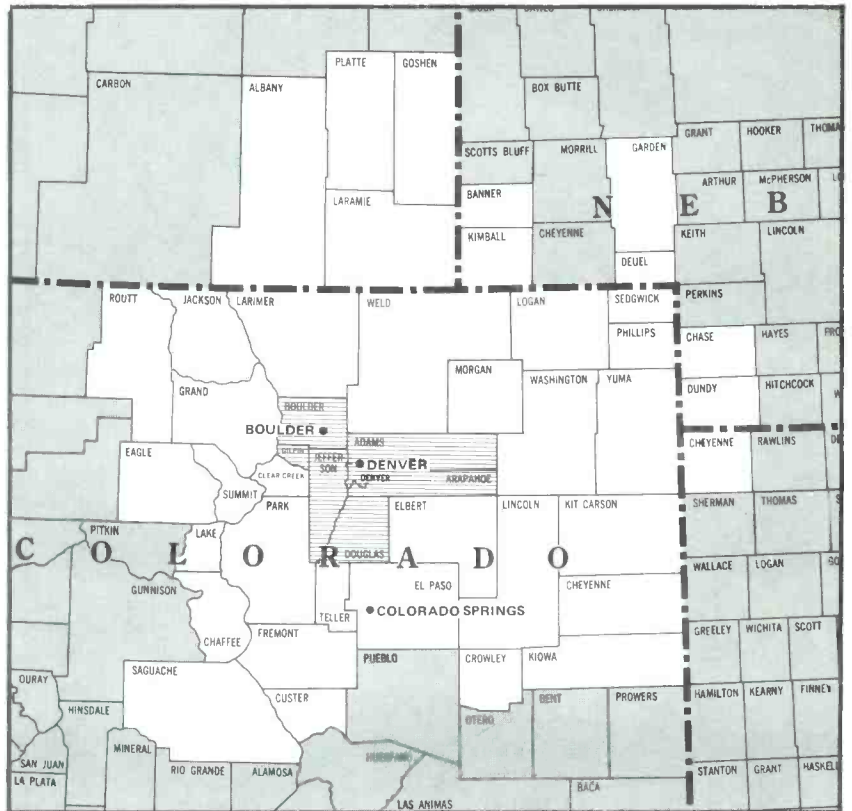


SURVEYS SCHEDULED:

April/May

October/November

Denver-Boulder

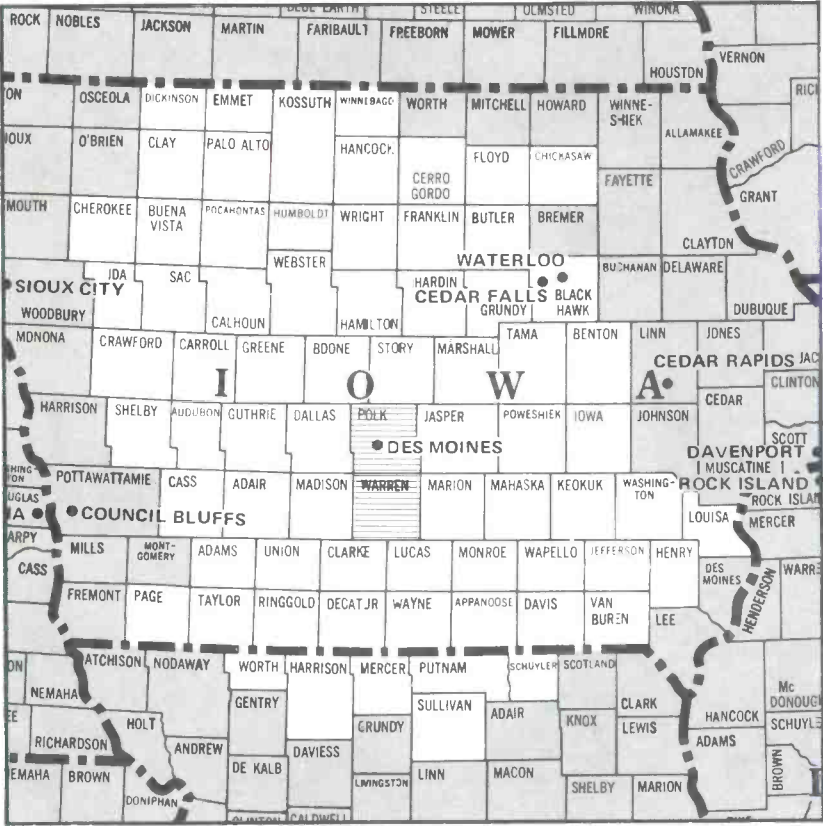


SURVEYS SCHEDULED:

April/May

October/November

Des Moines



SURVEYS SCHEDULED:

- April/May
- October/November

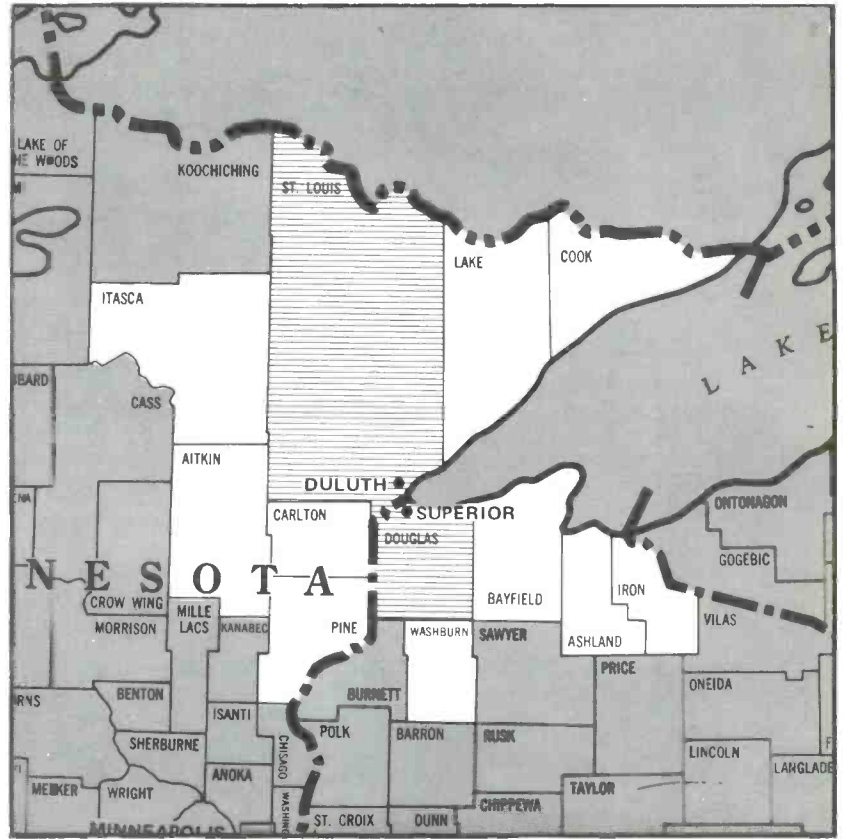
Detroit



SURVEYS SCHEDULED:

- January/February
- April/May
- July August
- October/November

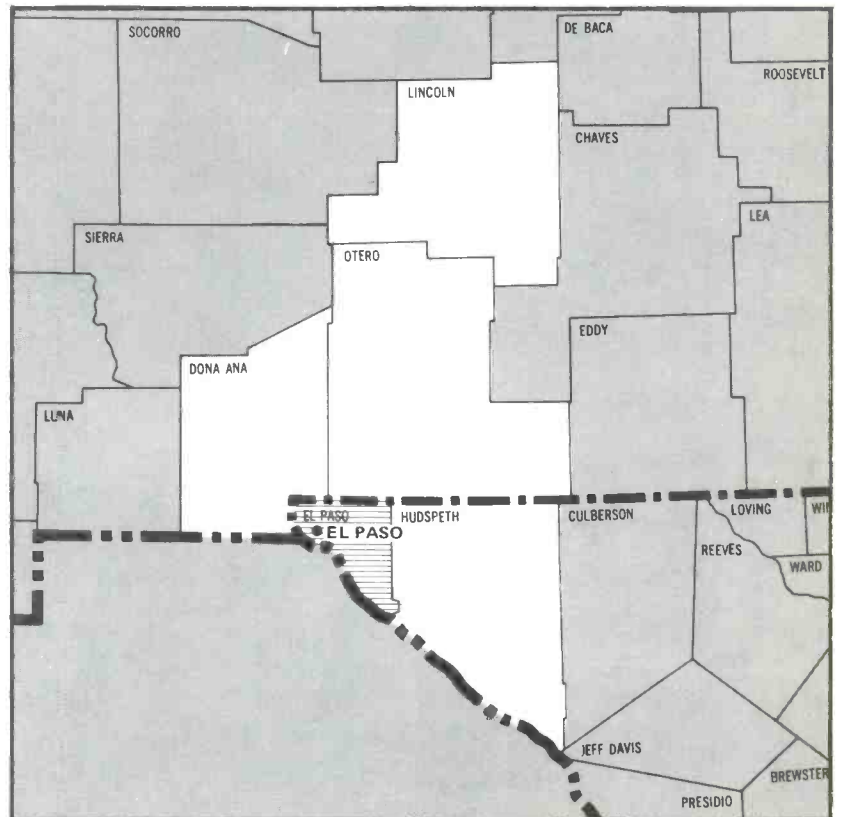
Duluth-Superior



SURVEYS SCHEDULED:

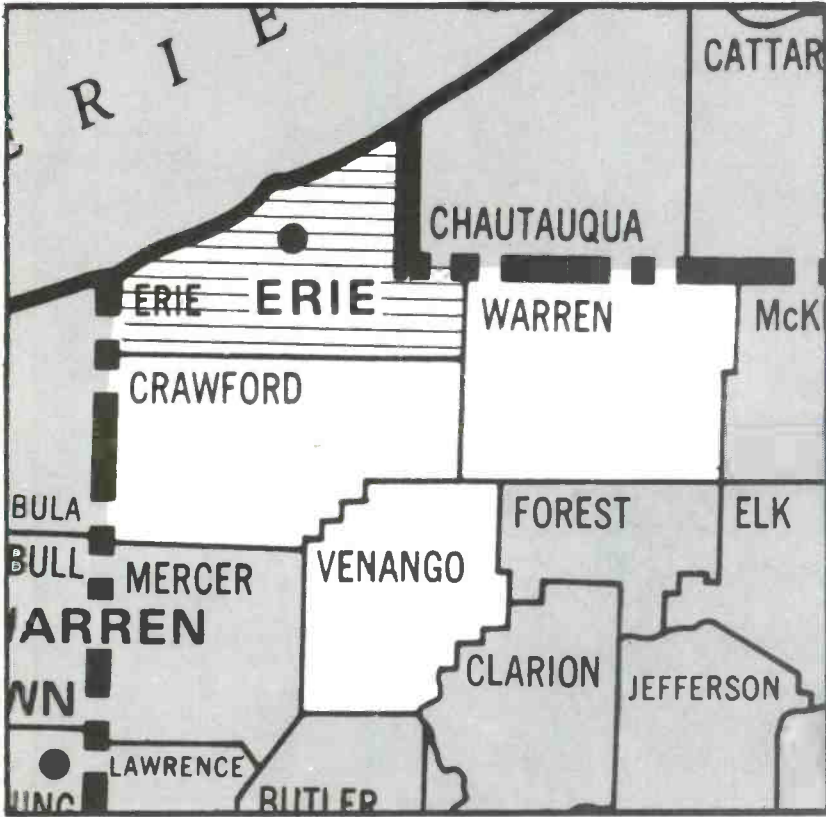
April/May

El Paso



SURVEYS SCHEDULED:

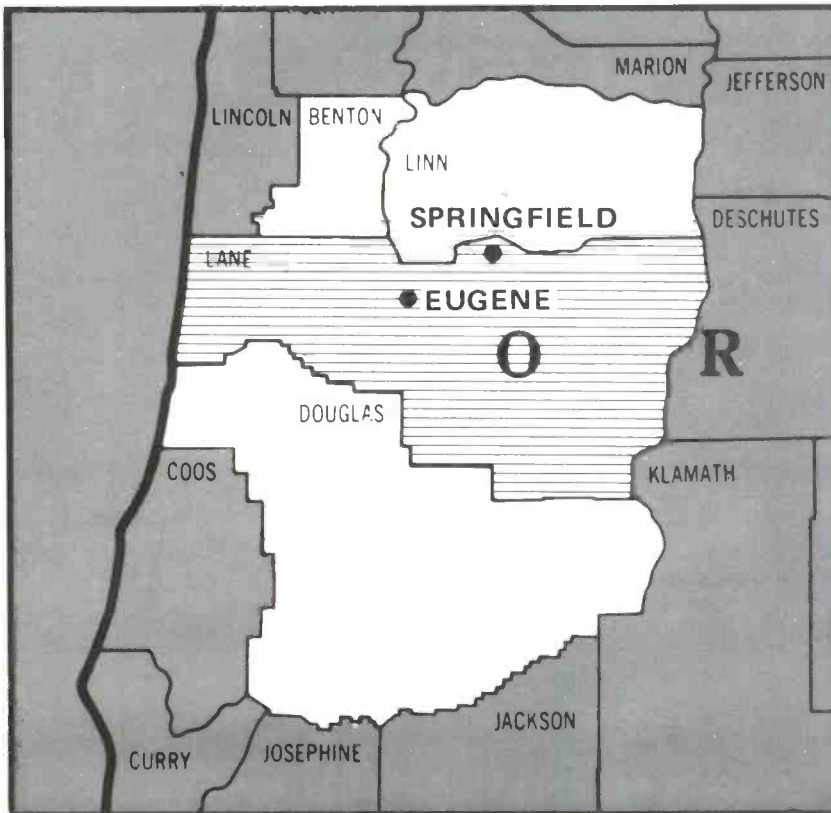
April/May



Erie

SURVEYS SCHEDULED:

April/May



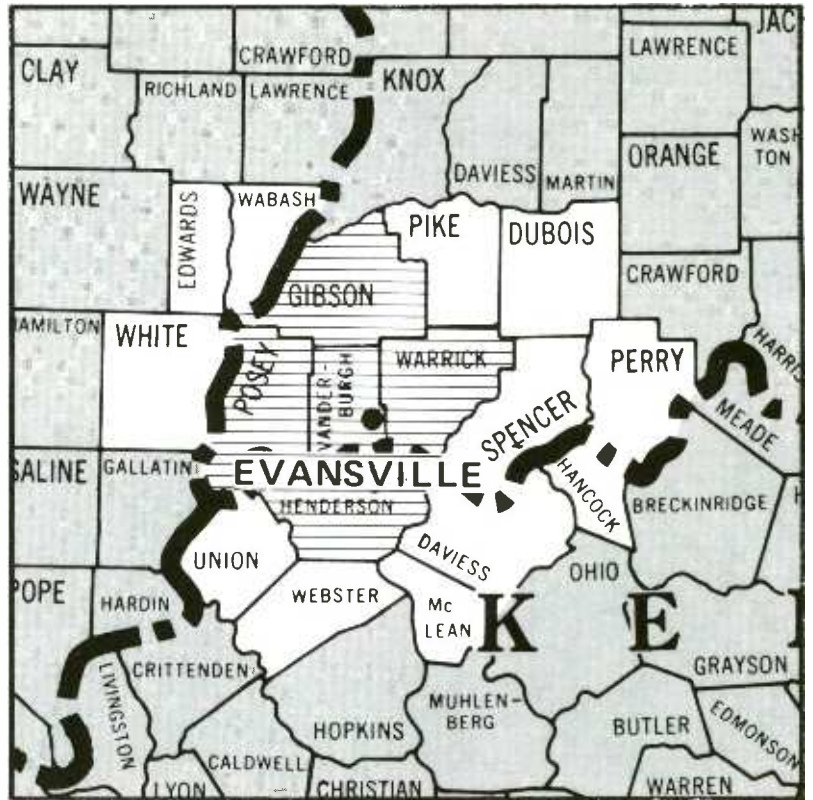
Eugene-Springfield

SURVEYS SCHEDULED:

April/May

October/November

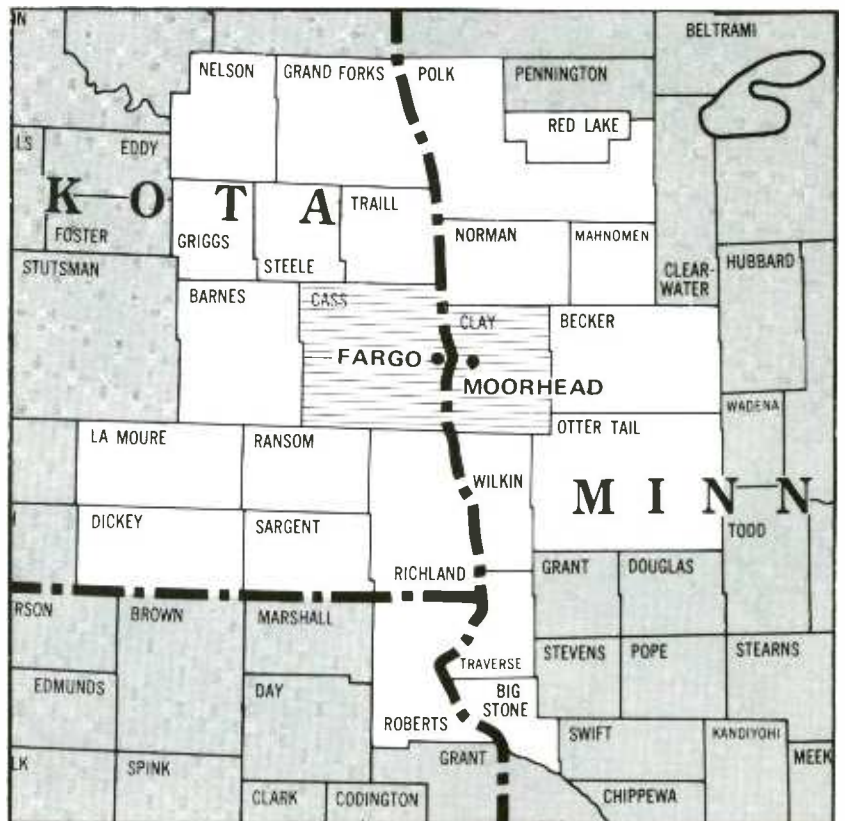
Evansville



SURVEYS SCHEDULED:

April/May

Fargo-Moorhead



SURVEYS SCHEDULED:

April/May

Flint

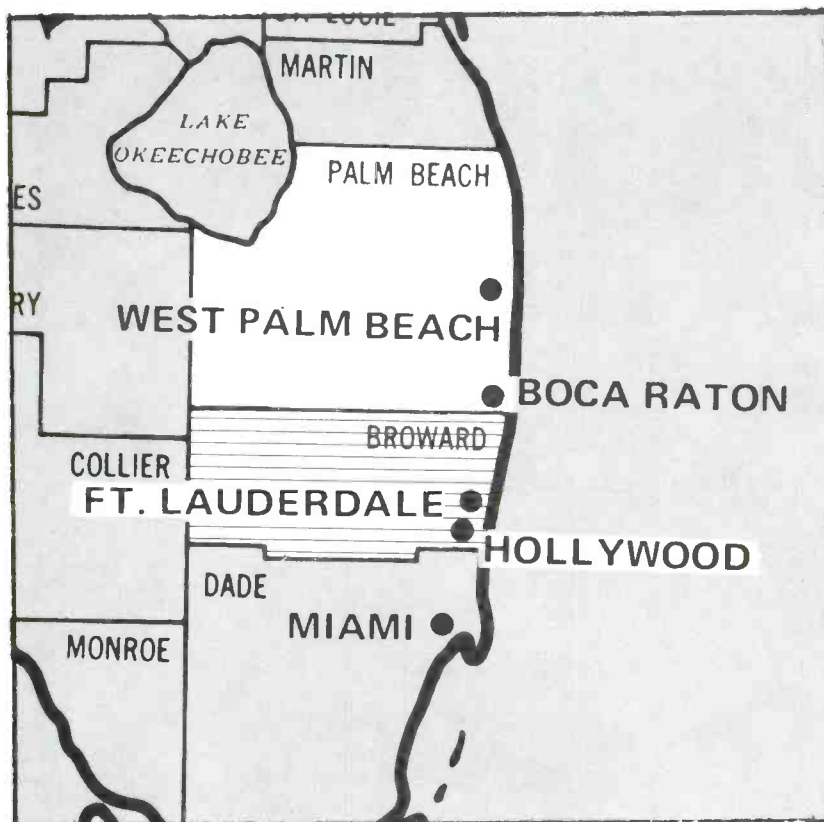


SURVEYS SCHEDULED:

April/May

October/November

Ft. Lauderdale-Hollywood

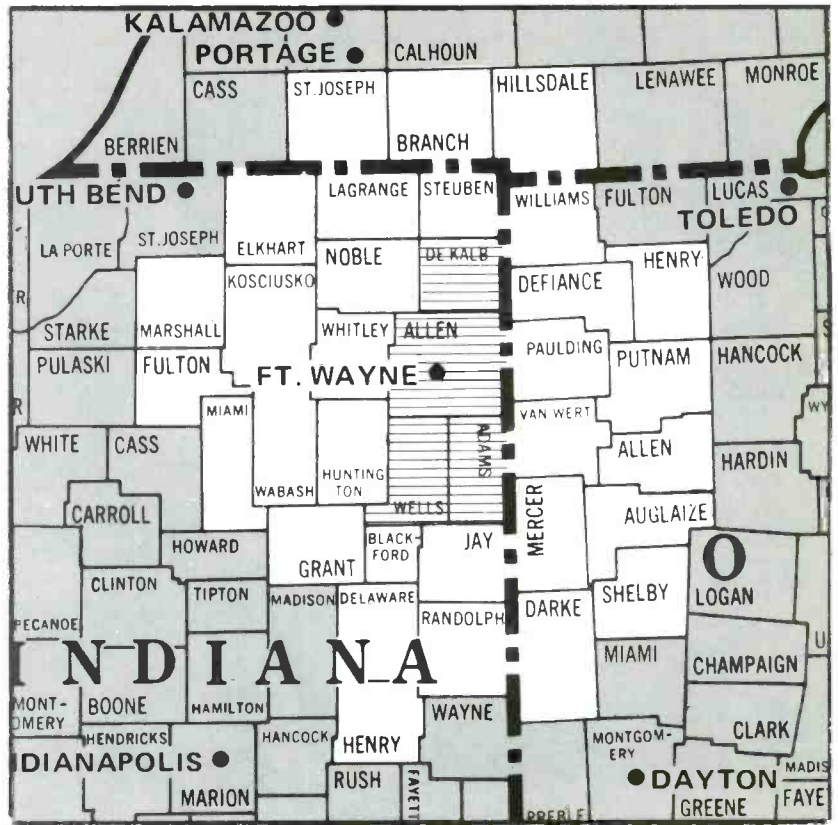


SURVEYS SCHEDULED:

April/May

October/November

Ft. Wayne

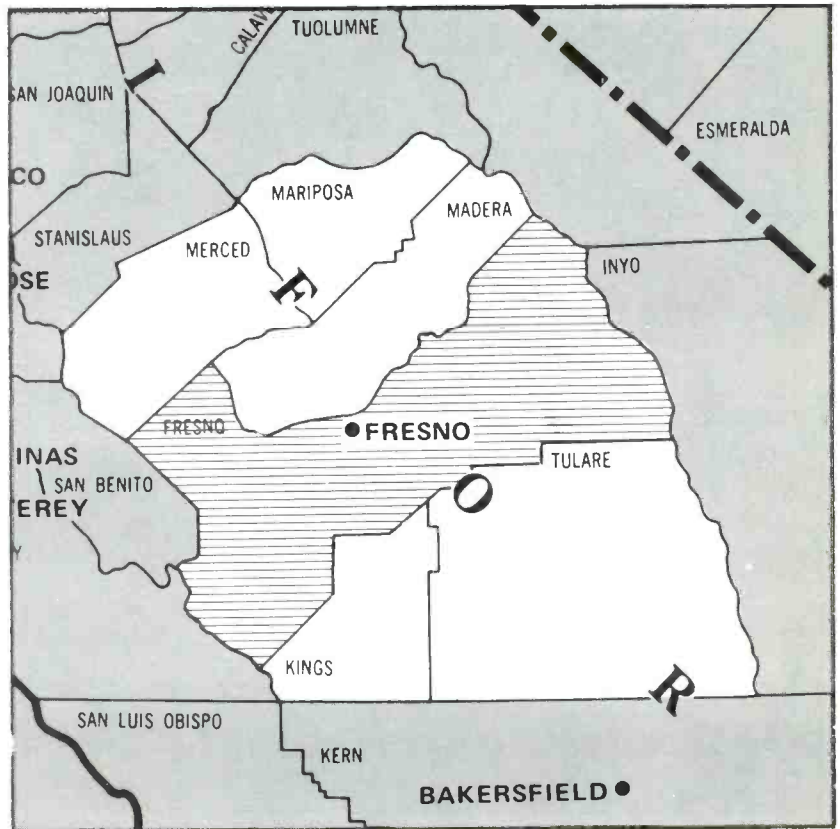


SURVEYS SCHEDULED:

April/May

October/November

Fresno

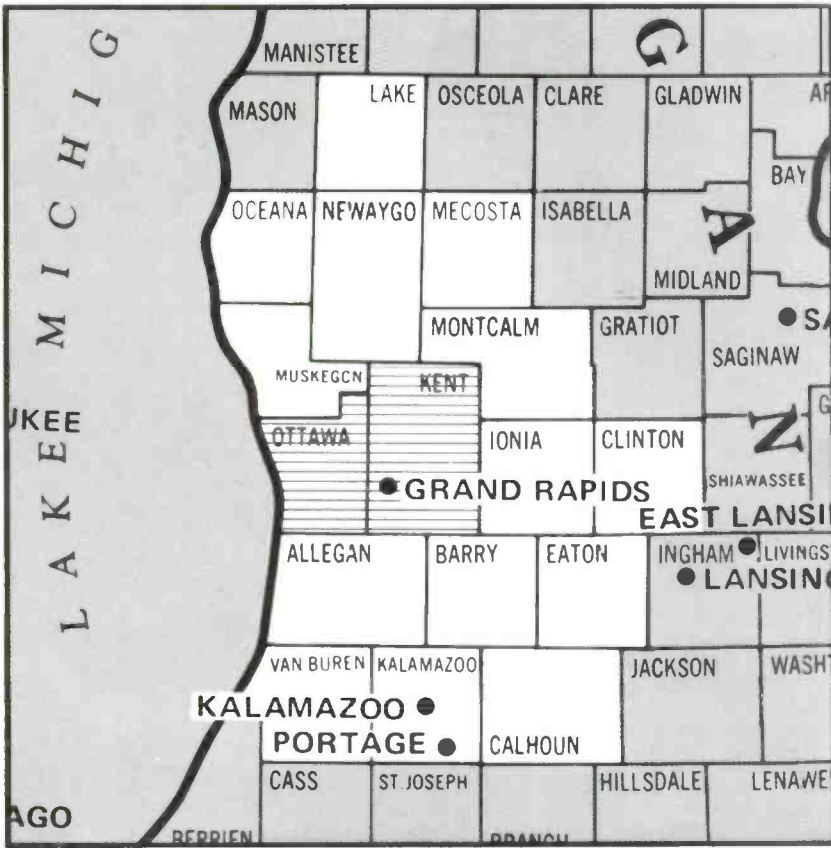


SURVEYS SCHEDULED:

April/May

October/November

Grand Rapids

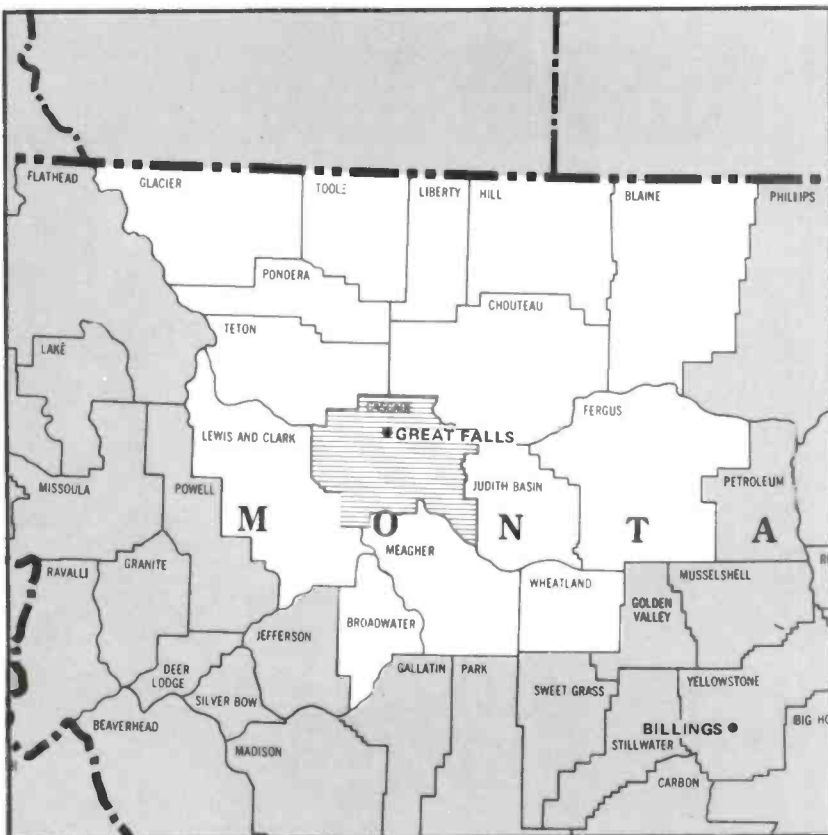


SURVEYS SCHEDULED:

April/May

October/November

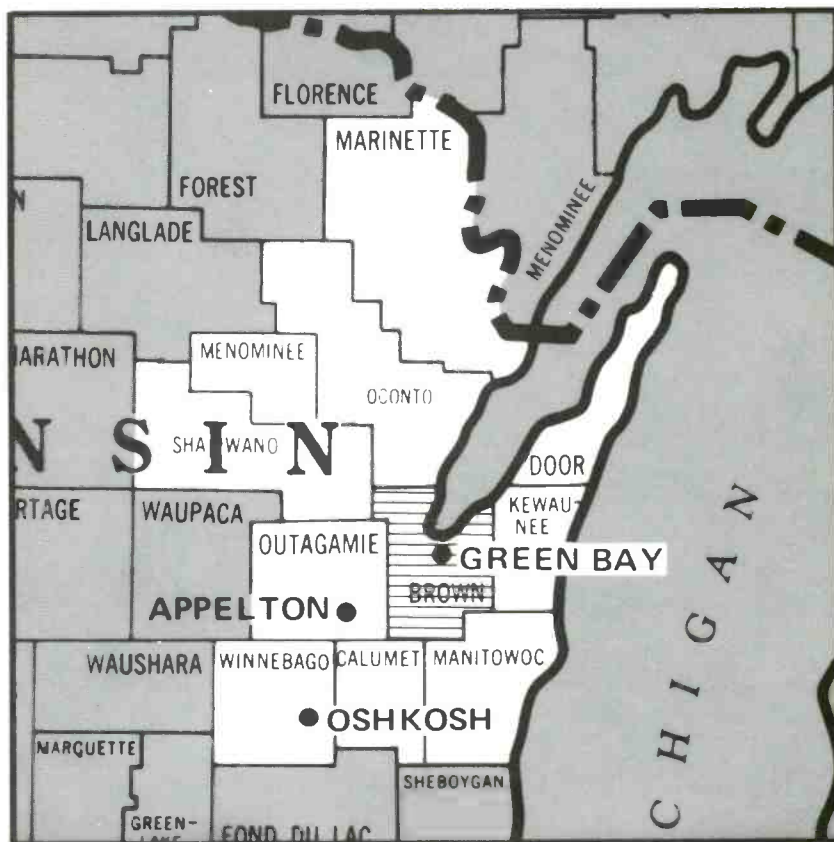
Great Falls



SURVEYS SCHEDULED:

April/May

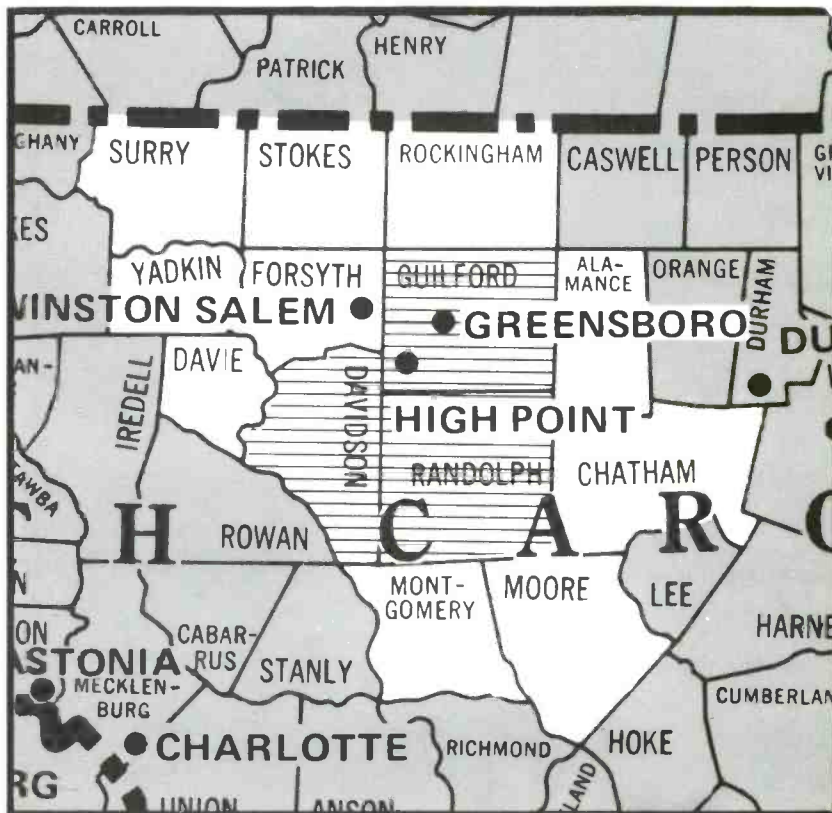
Green Bay



SURVEYS SCHEDULED:

April/May

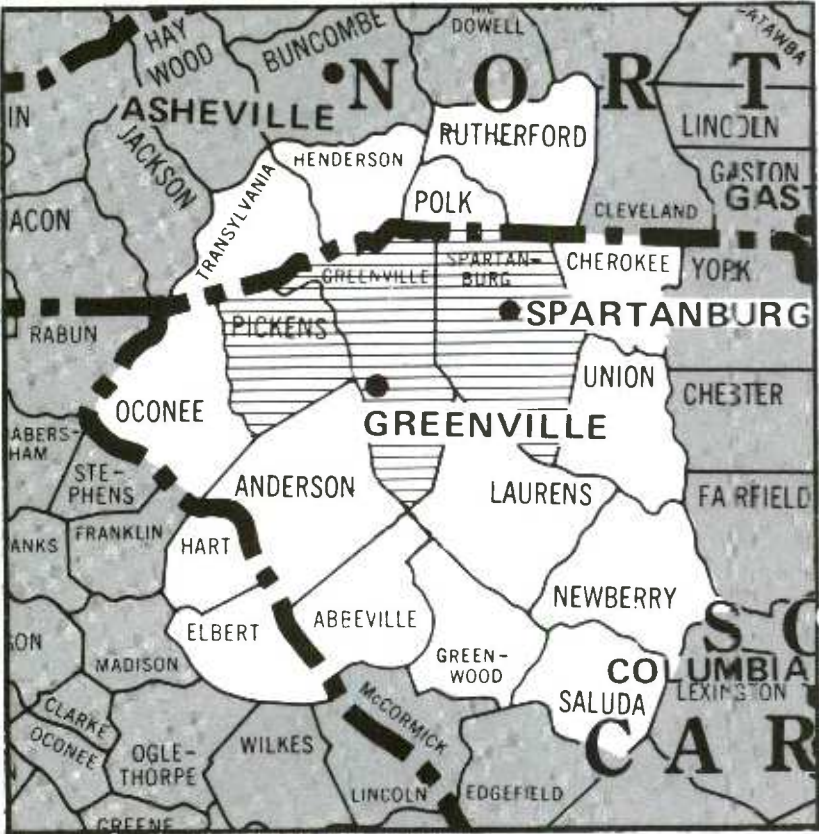
Greensboro- High Point



SURVEYS SCHEDULED:

April/May

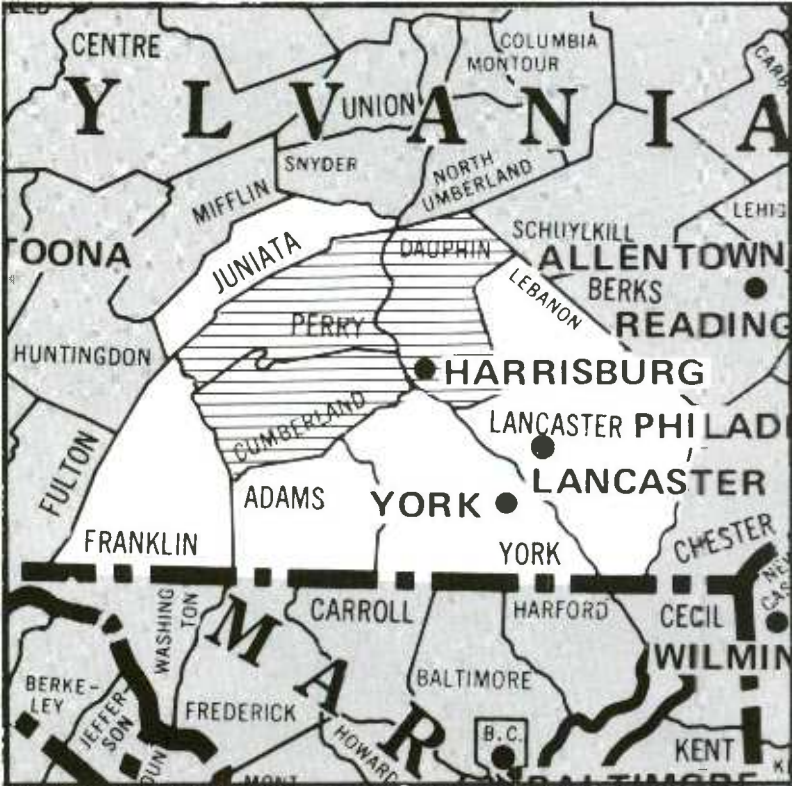
Greenville Spartanburg, SC



SURVEYS SCHEDULED:

April/May

Harrisburg



SURVEYS SCHEDULED:

April/May

Hartford- New Britain

SURVEYS SCHEDULED:

April/May

October/November

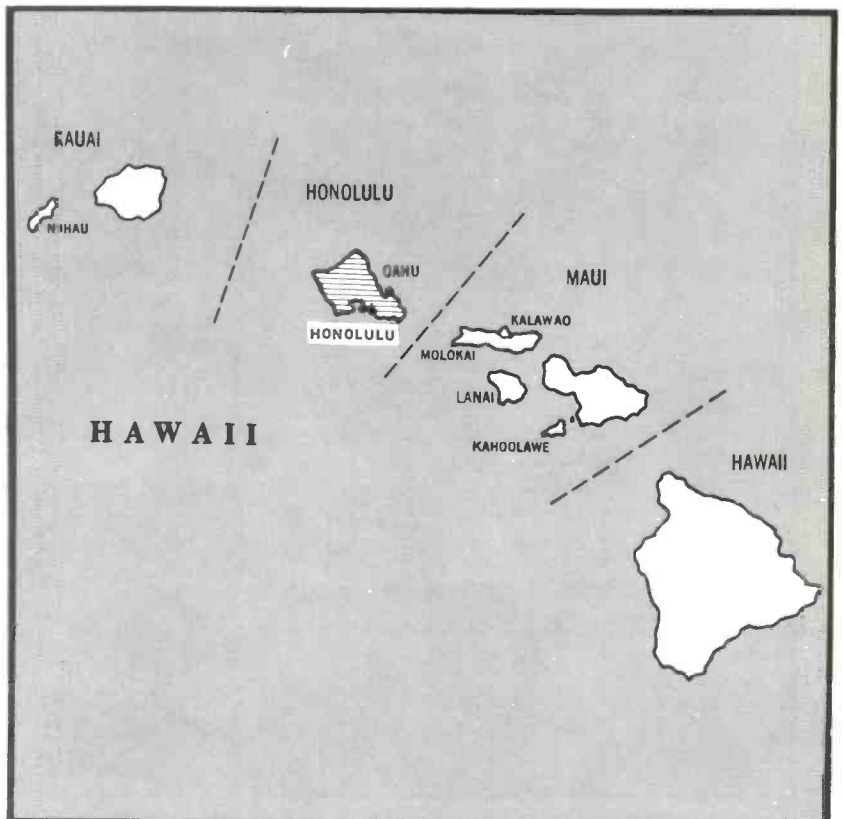


Honolulu

SURVEYS SCHEDULED:

April/May

October/November



Houston



SURVEYS SCHEDULED:

April/May

October/November

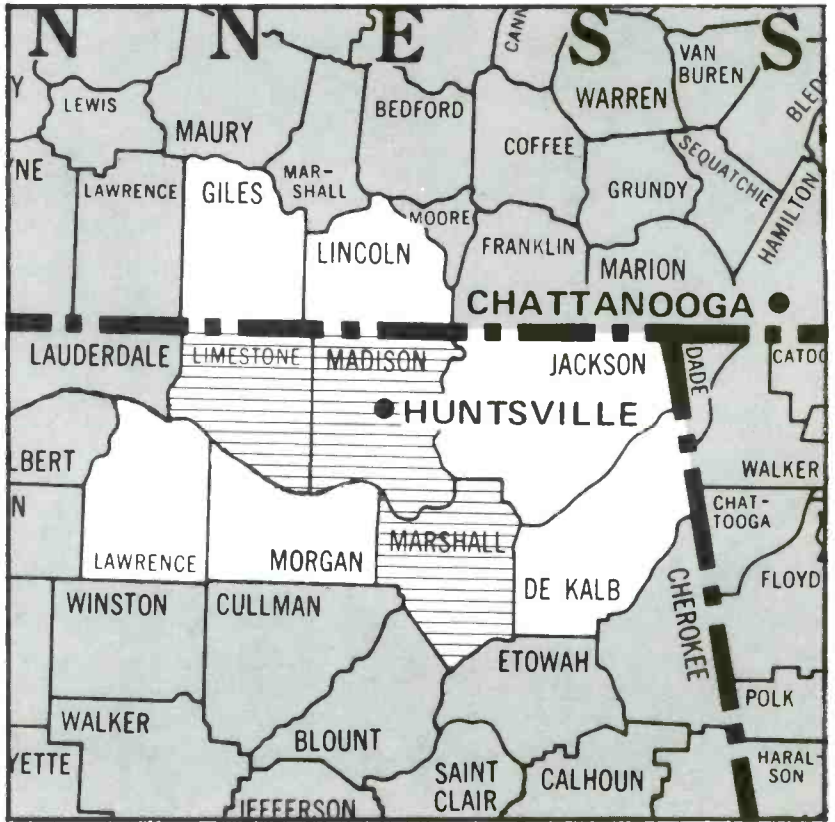
Huntington-Ashland



SURVEYS SCHEDULED:

April/May

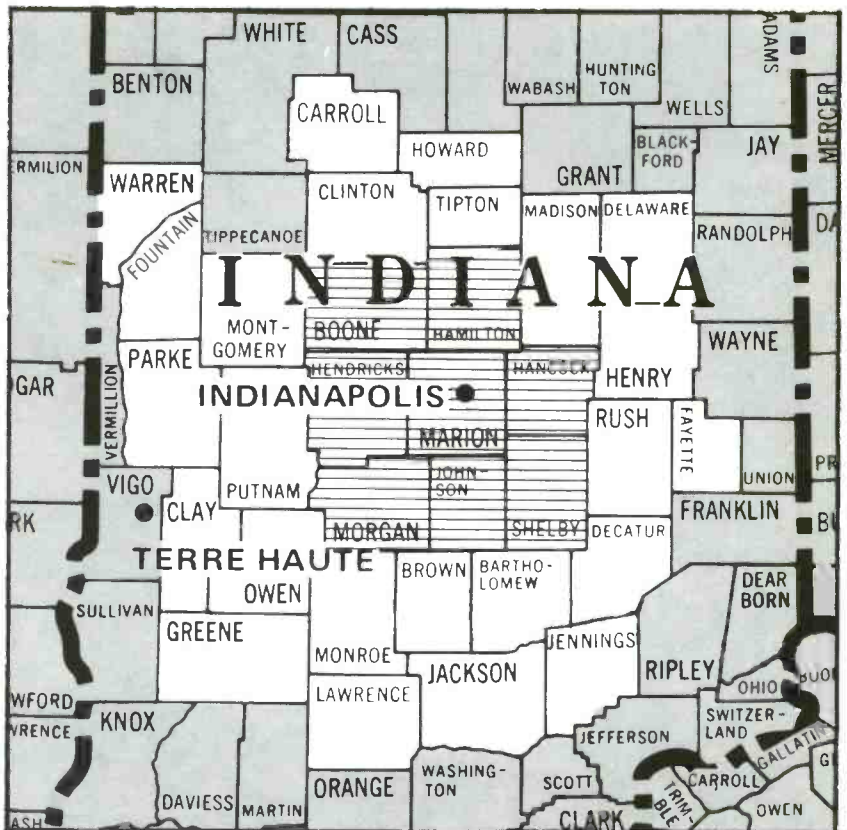
Huntsville, AL



SURVEYS SCHEDULED:

April/May

Indianapolis

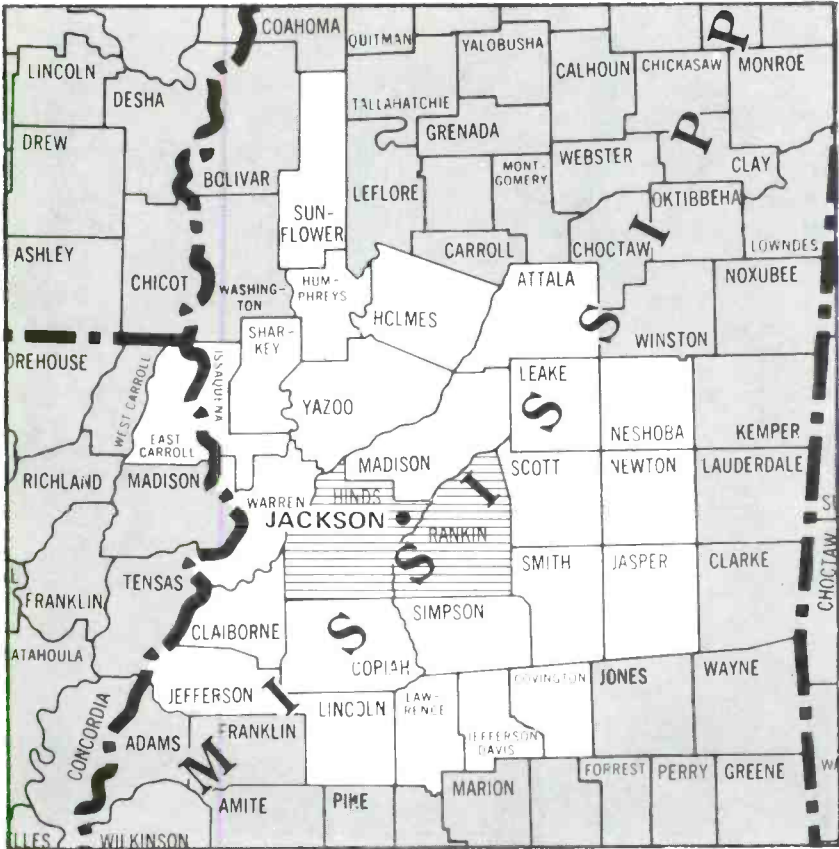


SURVEYS SCHEDULED:

April/May

October/November

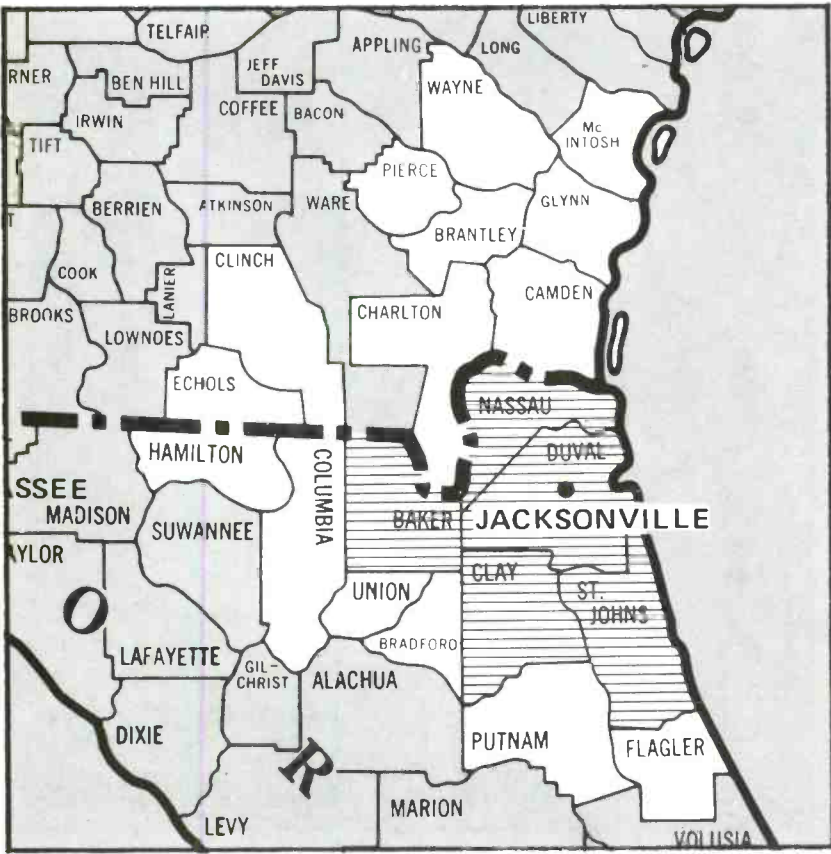
Jackson, MS



SURVEYS SCHEDULED:

April/May

Jacksonville

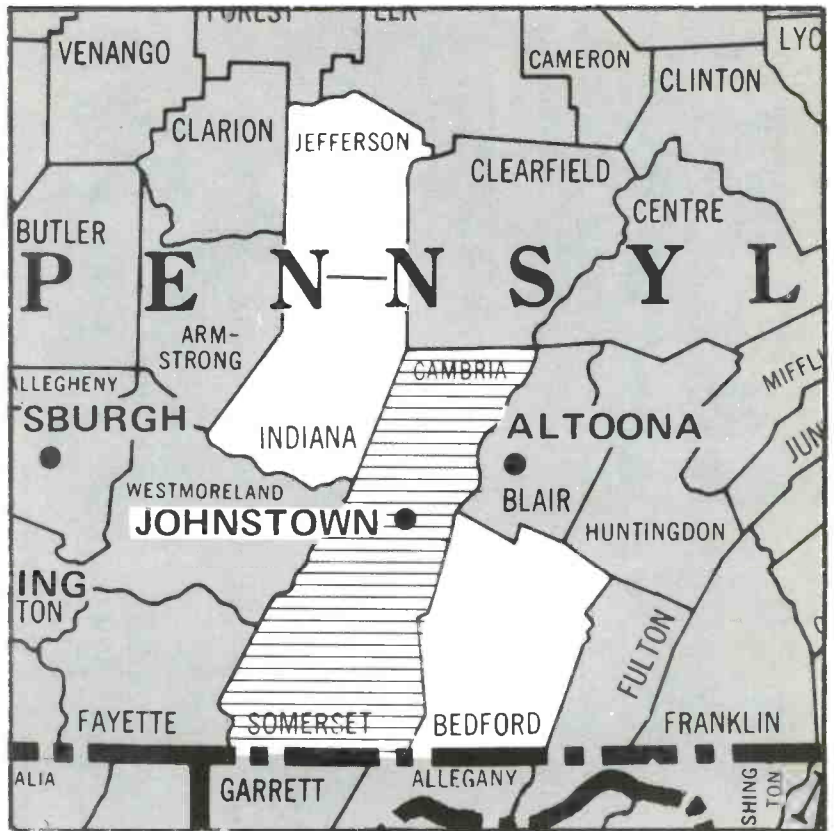


SURVEYS SCHEDULED:

April/May

October/November

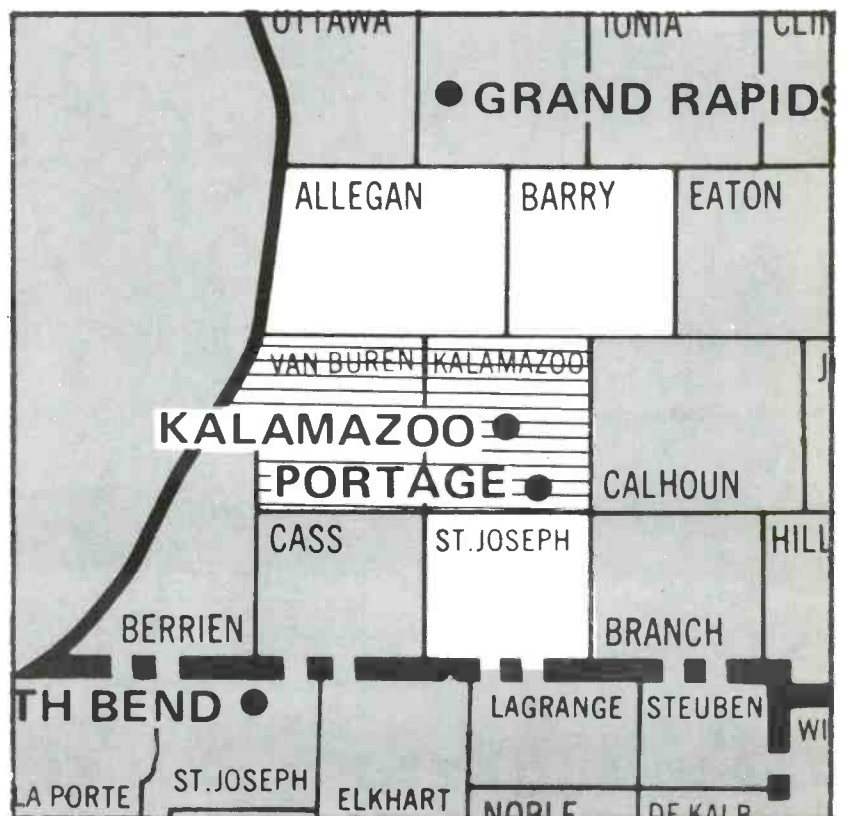
Johnstown



SURVEYS SCHEDULED:

April/May

Kalamazoo-Portage



SURVEYS SCHEDULED:

April/May

Kansas City

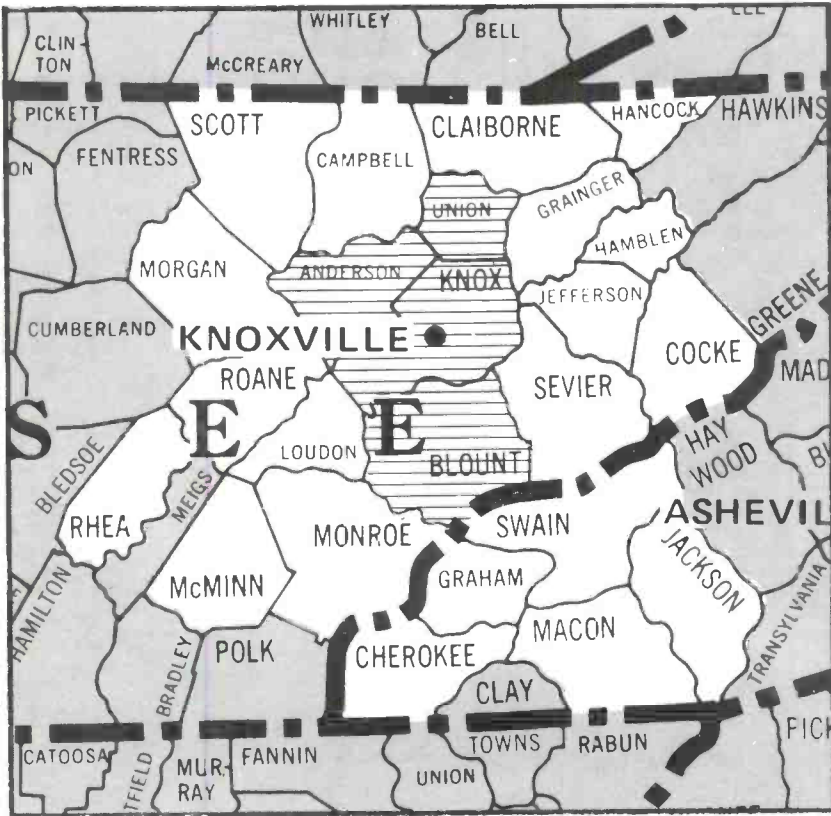


SURVEYS SCHEDULED:

April/May

October/November

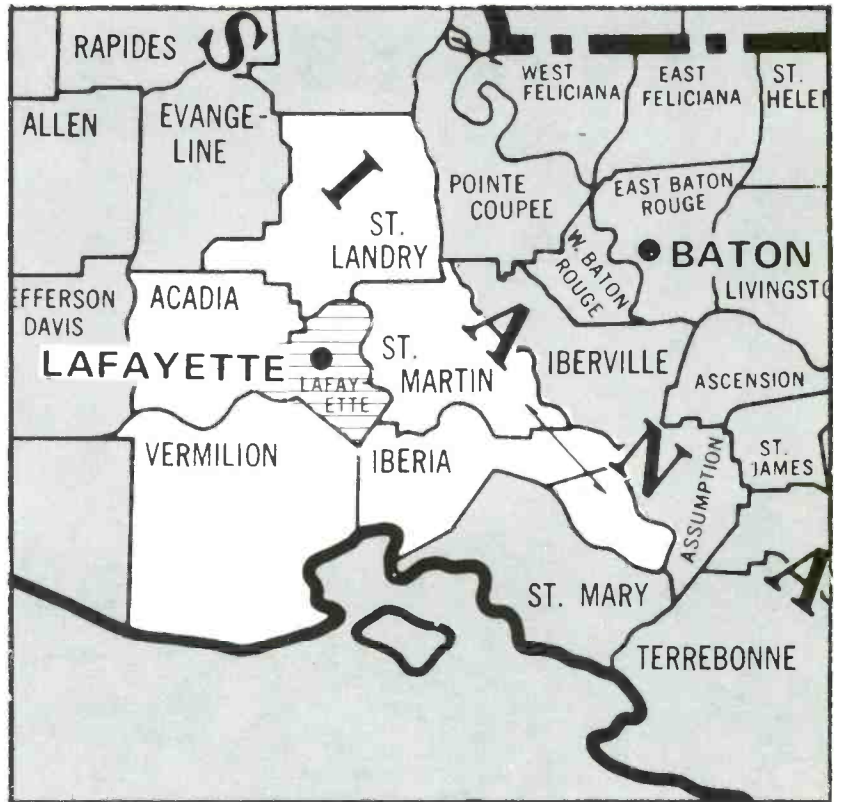
Knoxville



SURVEYS SCHEDULED:

April/May

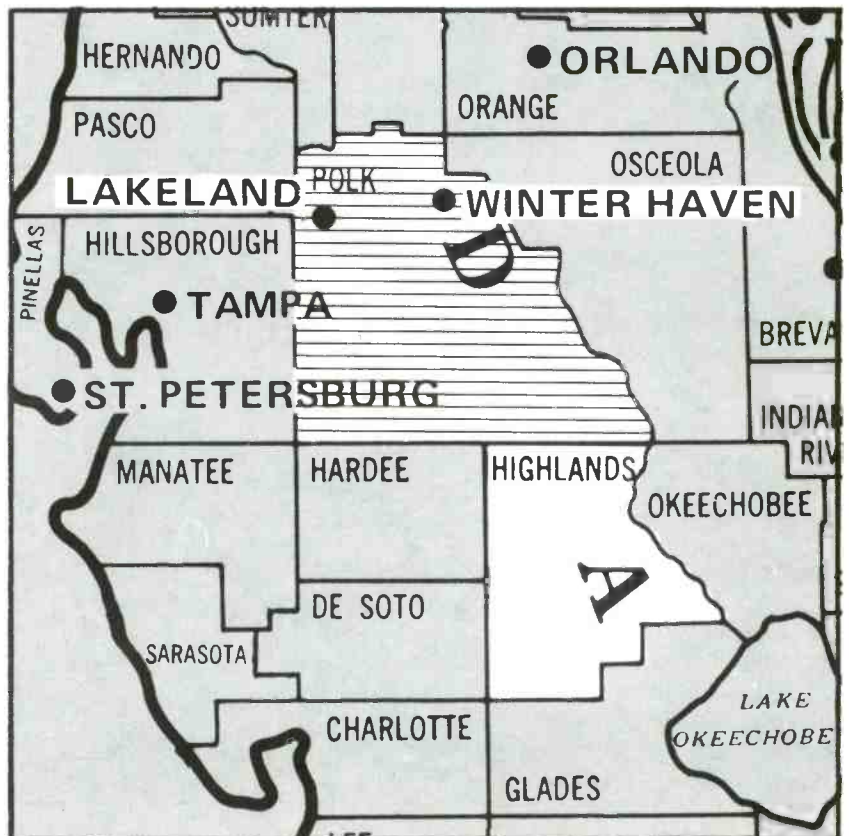
Lafayette, LA



SURVEYS SCHEDULED:

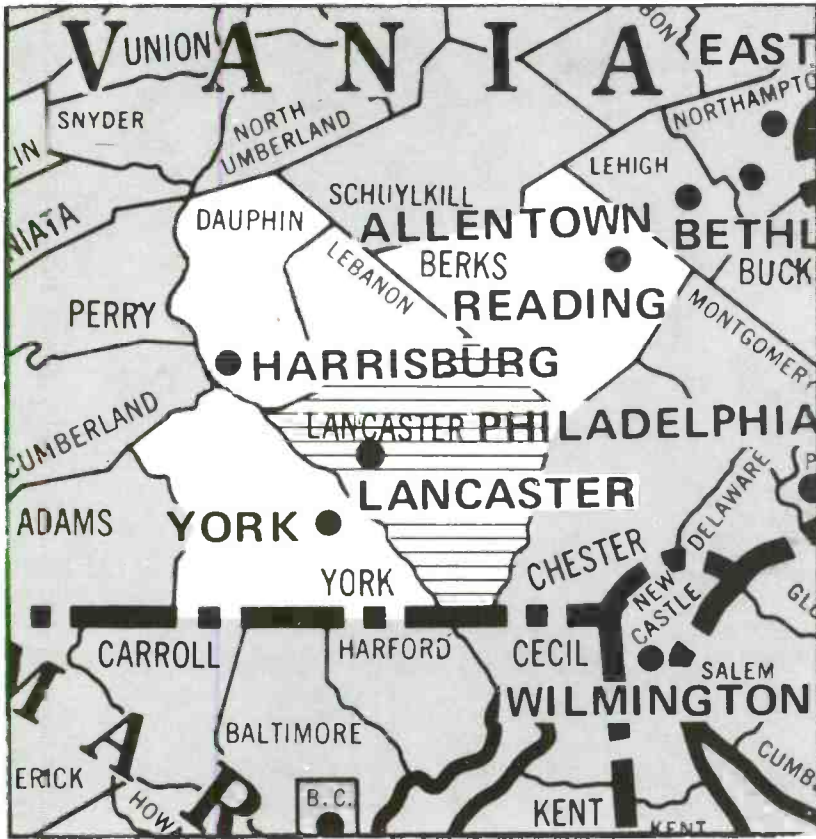
April/May

Lakeland- Winter Haven, FL



SURVEYS SCHEDULED:

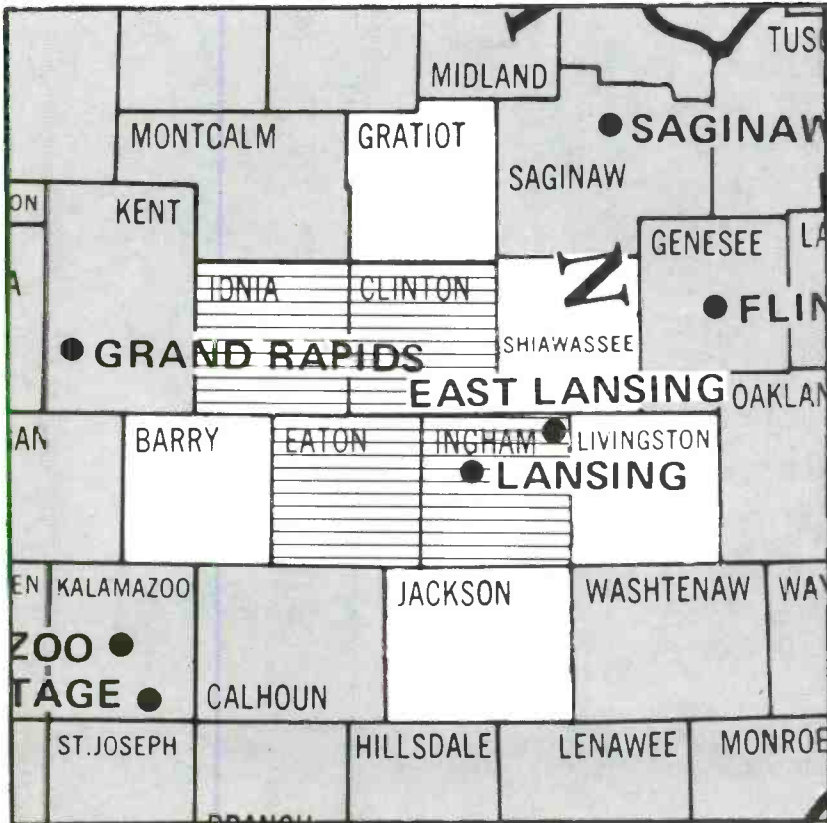
April/May



Lancaster

SURVEYS SCHEDULED:

April/May

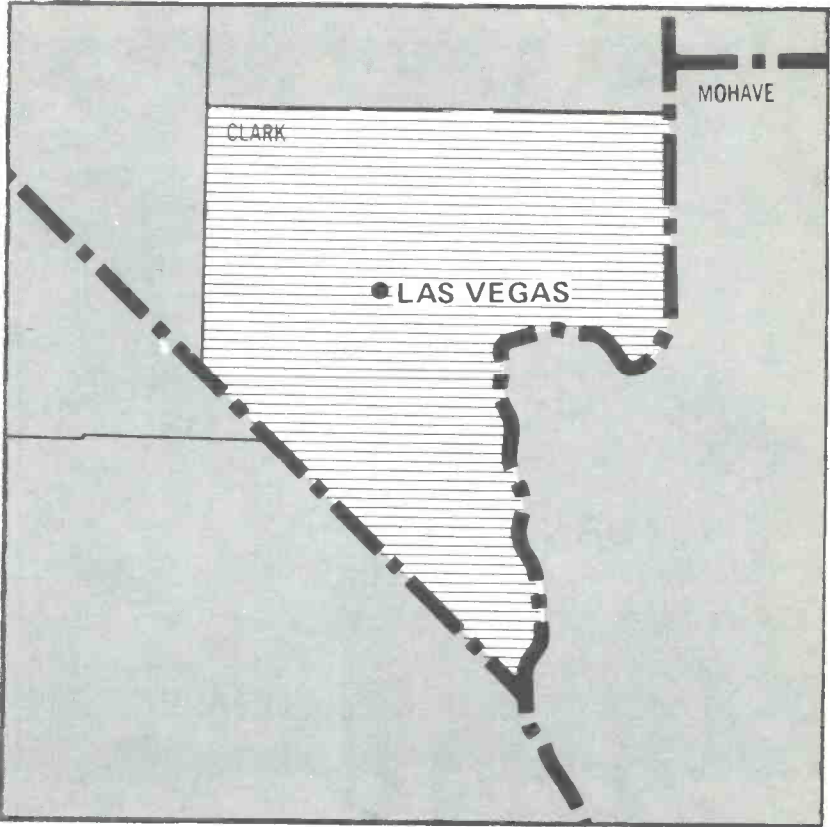


Lansing- East Lansing

SURVEYS SCHEDULED:

April/May

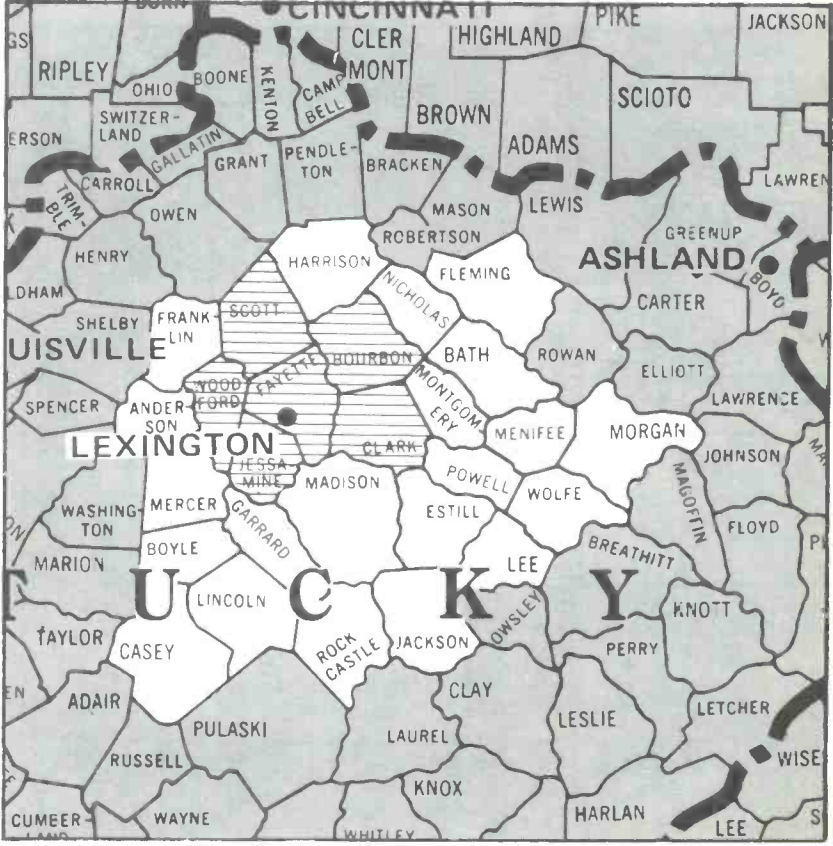
Las Vegas



SURVEYS SCHEDULED:

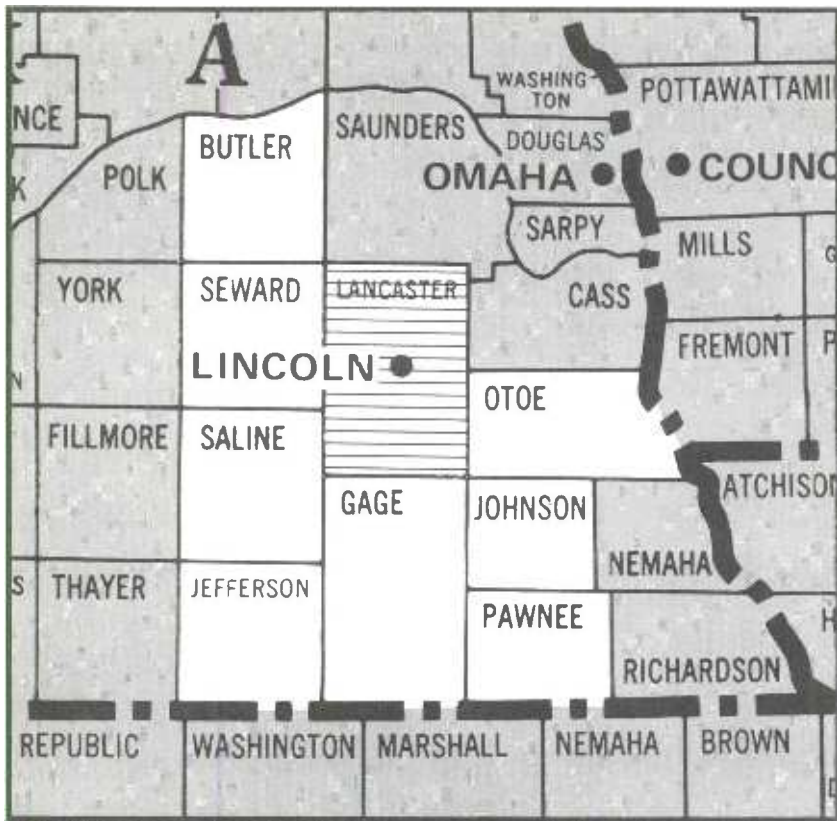
April/May

Lexington



SURVEYS SCHEDULED:

April/May



Lincoln

SURVEYS SCHEDULED:

April/May

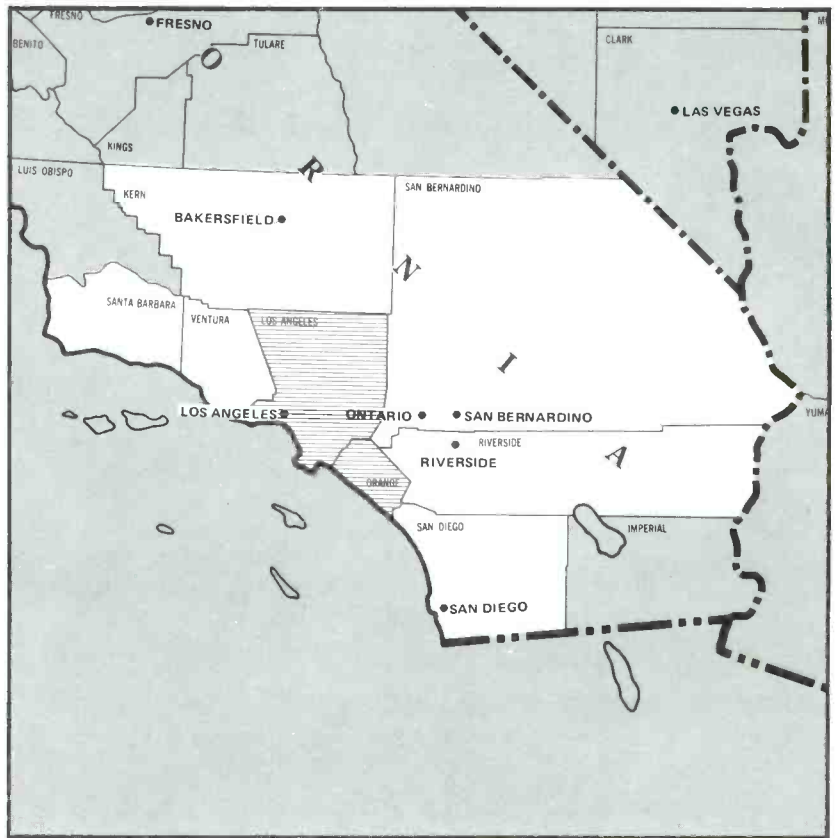


Little Rock- North Little Rock

SURVEYS SCHEDULED:

April/May

Los Angeles



SURVEYS SCHEDULED:

January/February

April/May

July/August

October/November

Louisville

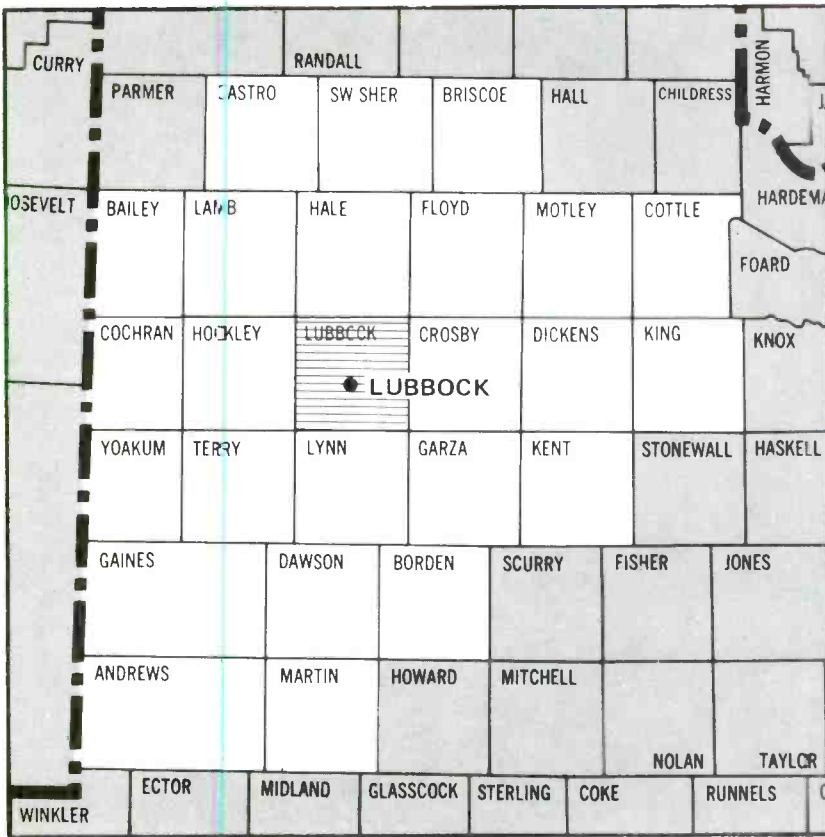


SURVEYS SCHEDULED:

April/May

October/November

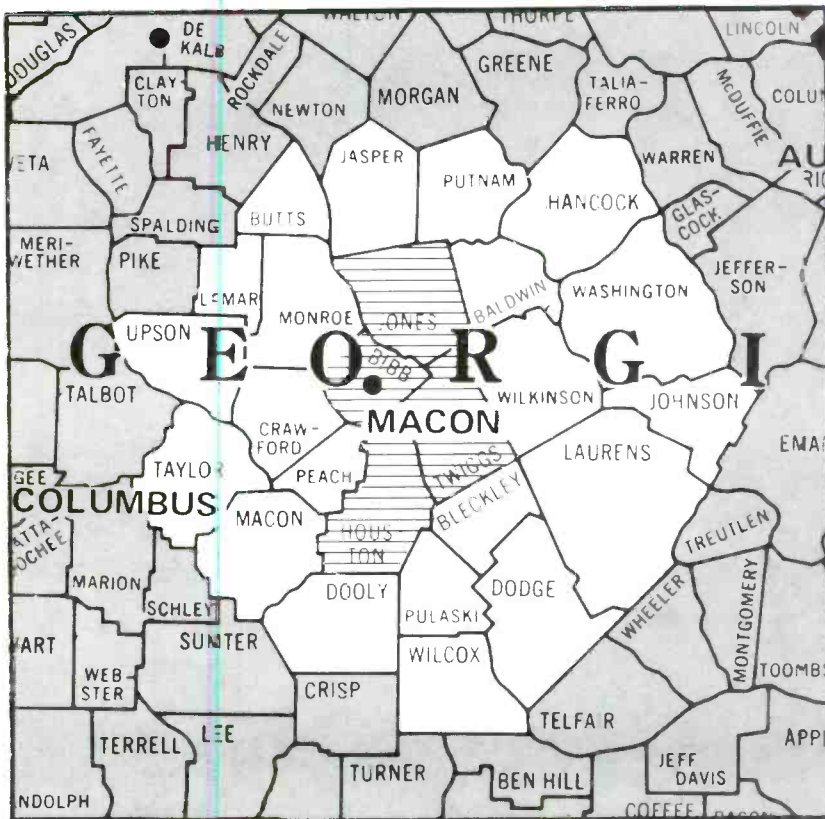
Lubbock



SURVEYS SCHEDULED:

April/May

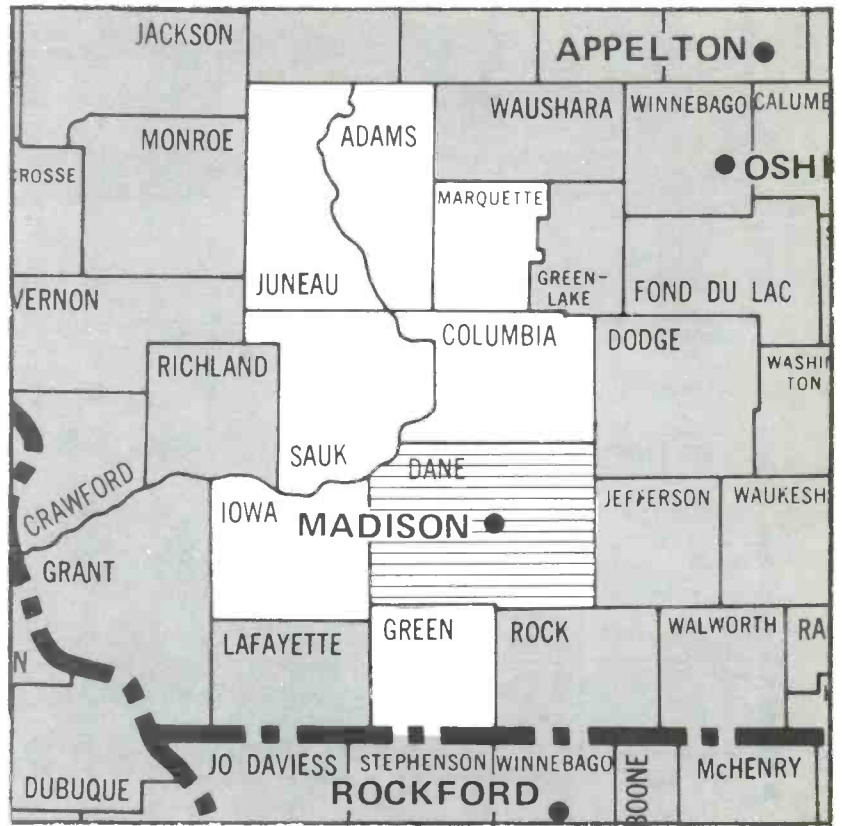
Macon



SURVEYS SCHEDULED:

April/May

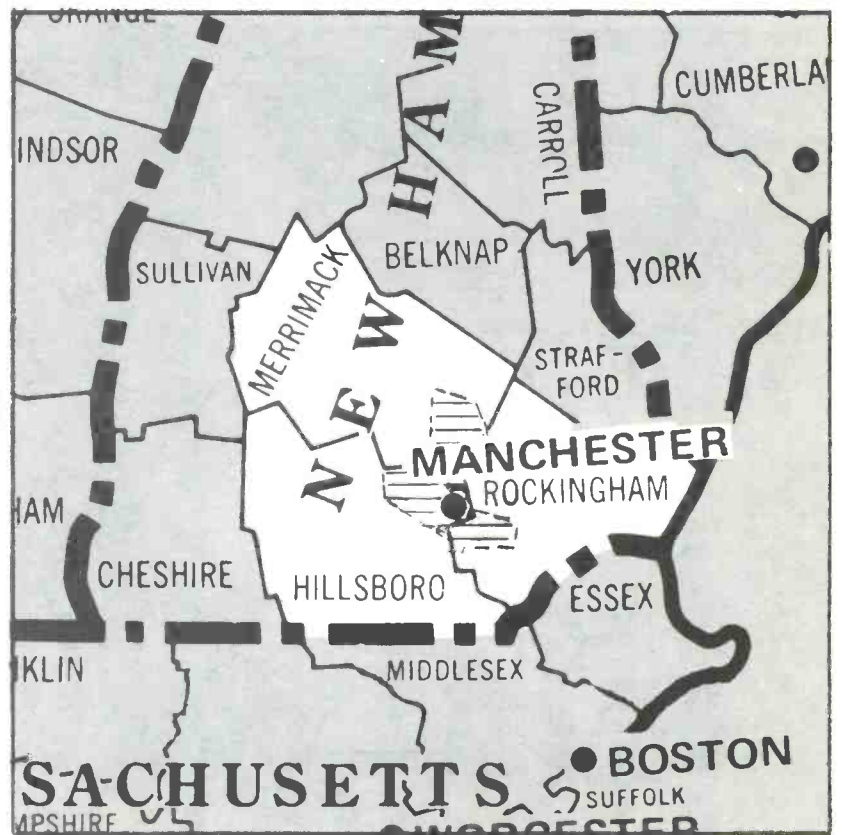
Madison



SURVEYS SCHEDULED:

April/May

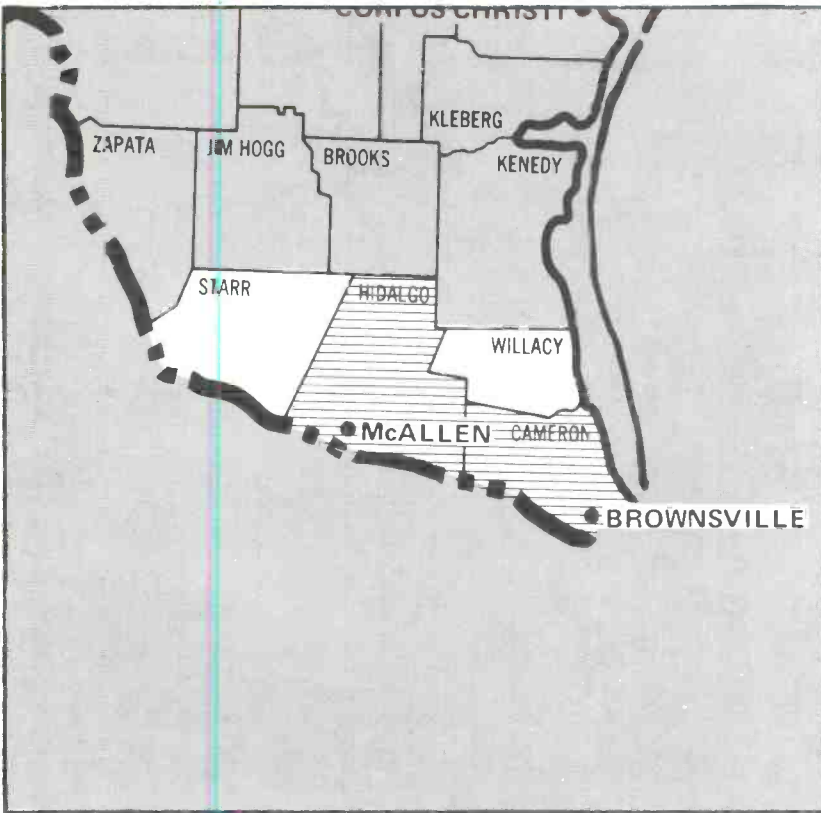
Manchester



SURVEYS SCHEDULED:

April/May

McAllen- Brownsville



SURVEYS SCHEDULED:

April/May

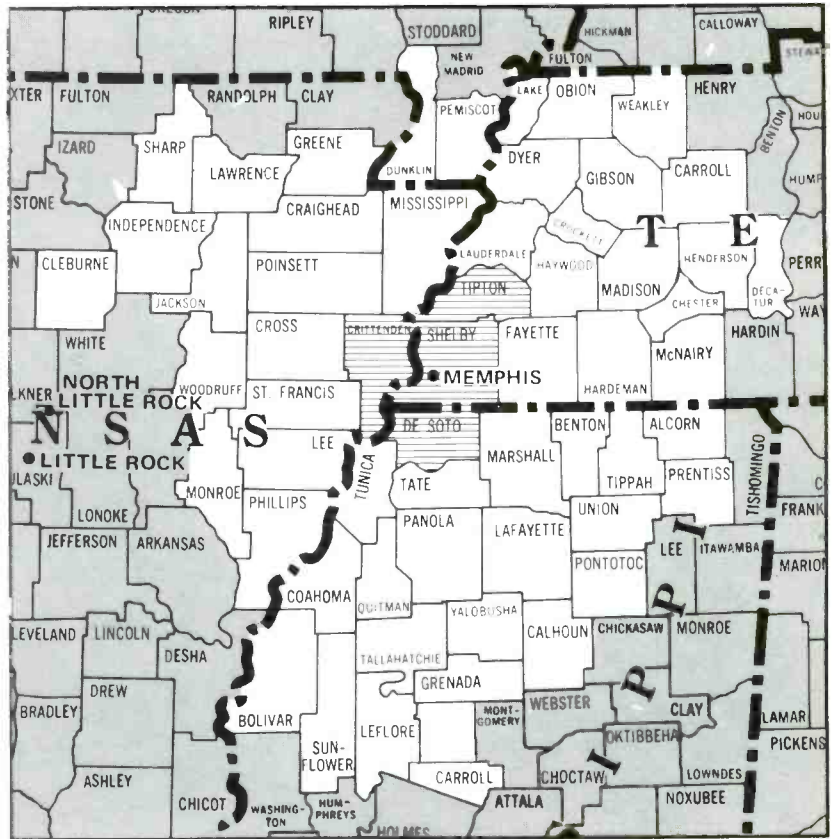
Melbourne- Titusville- Cocoa, FL



SURVEYS SCHEDULED:

April/May

Memphis

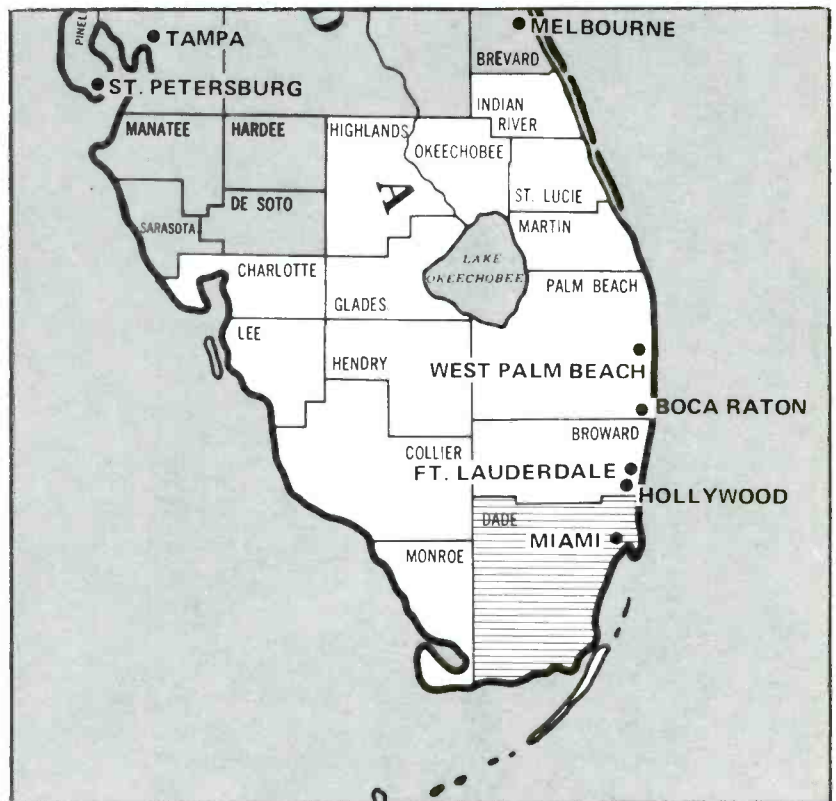


SURVEYS SCHEDULED:

April/May

October/November

Miami

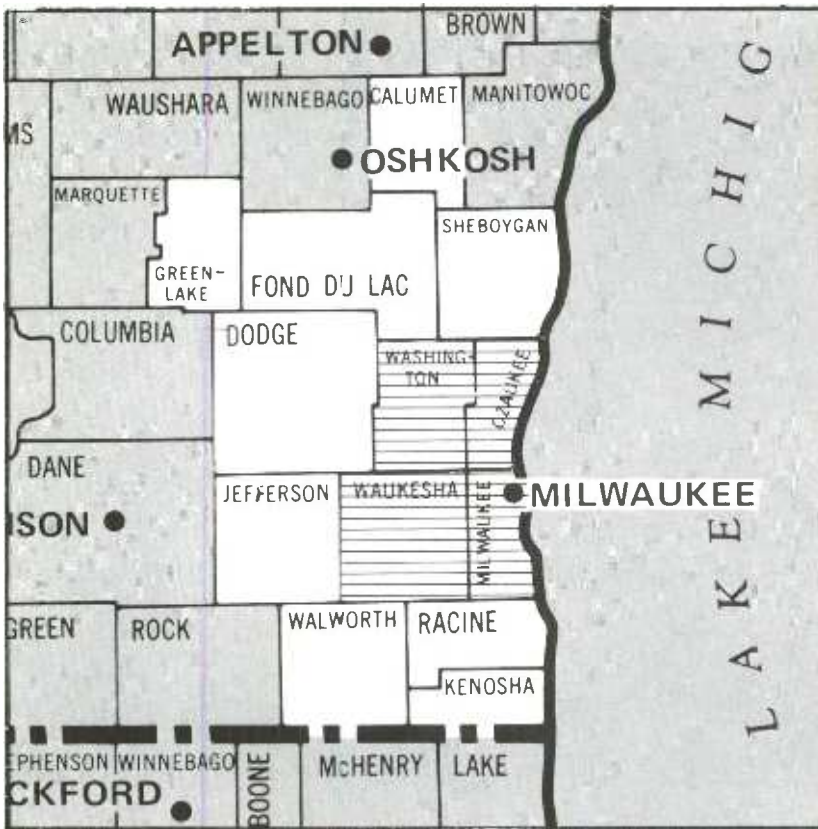


SURVEYS SCHEDULED:

April/May

October/November

Milwaukee

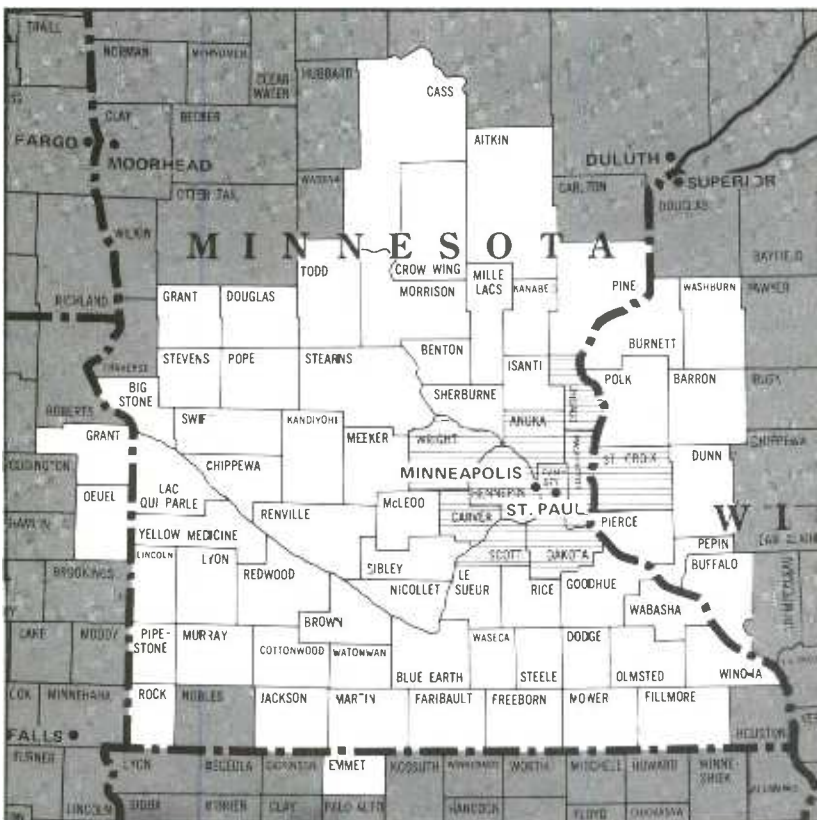


SURVEYS SCHEDULED:

April/May

October/November

Minneapolis-St. Paul



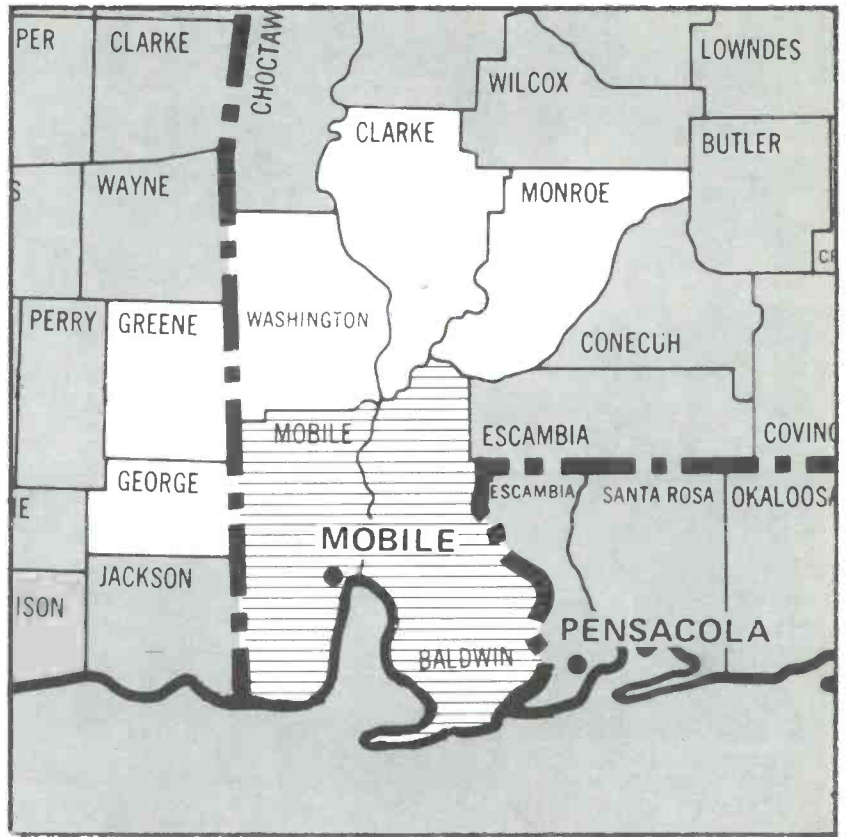
SURVEYS SCHEDULED:

January/February

April/May

October/November

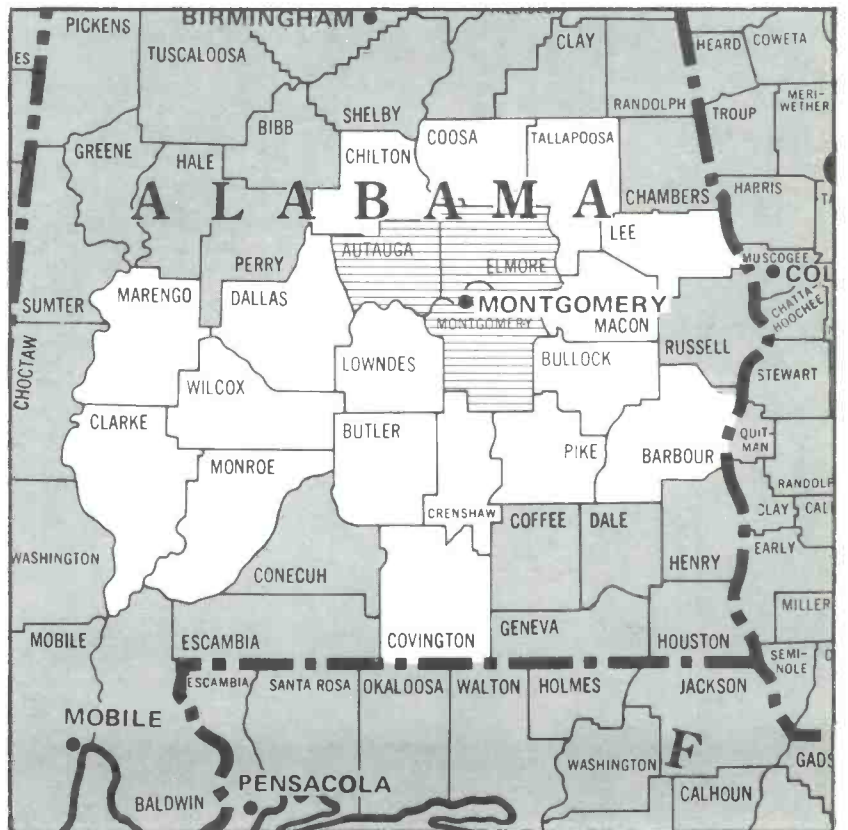
Mobile



SURVEYS SCHEDULED:

April/May

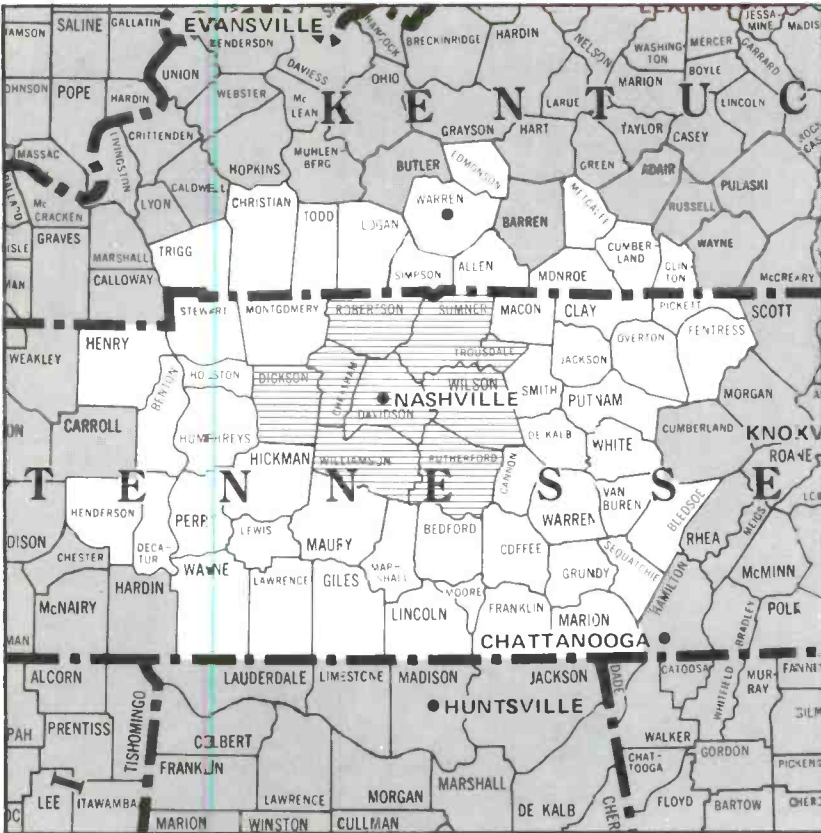
Montgomery



SURVEYS SCHEDULED:

April/May

Nashville-Davidson

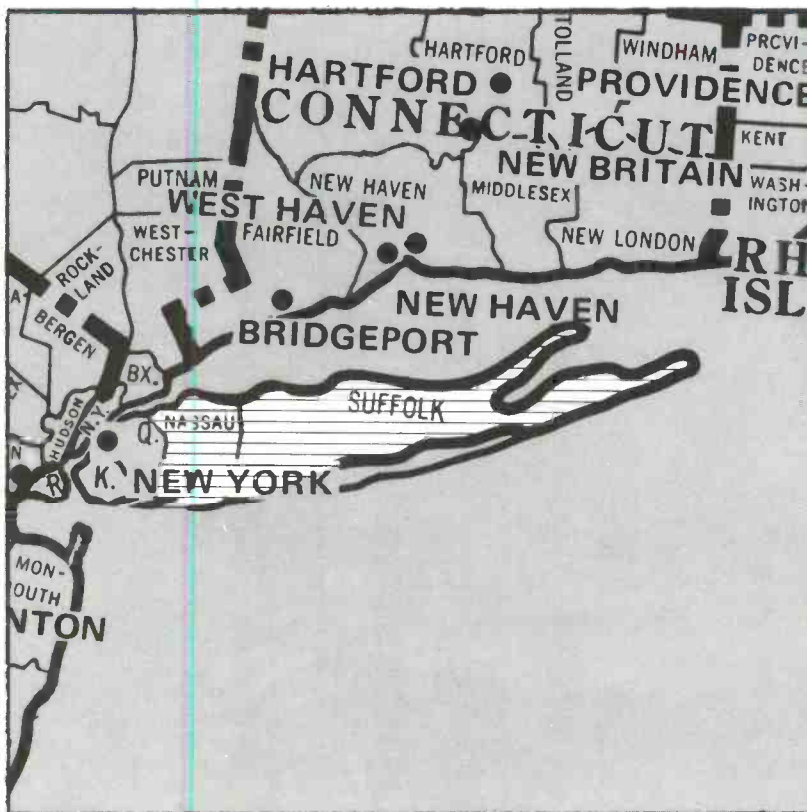


SURVEYS SCHEDULED:

April/May

October/November

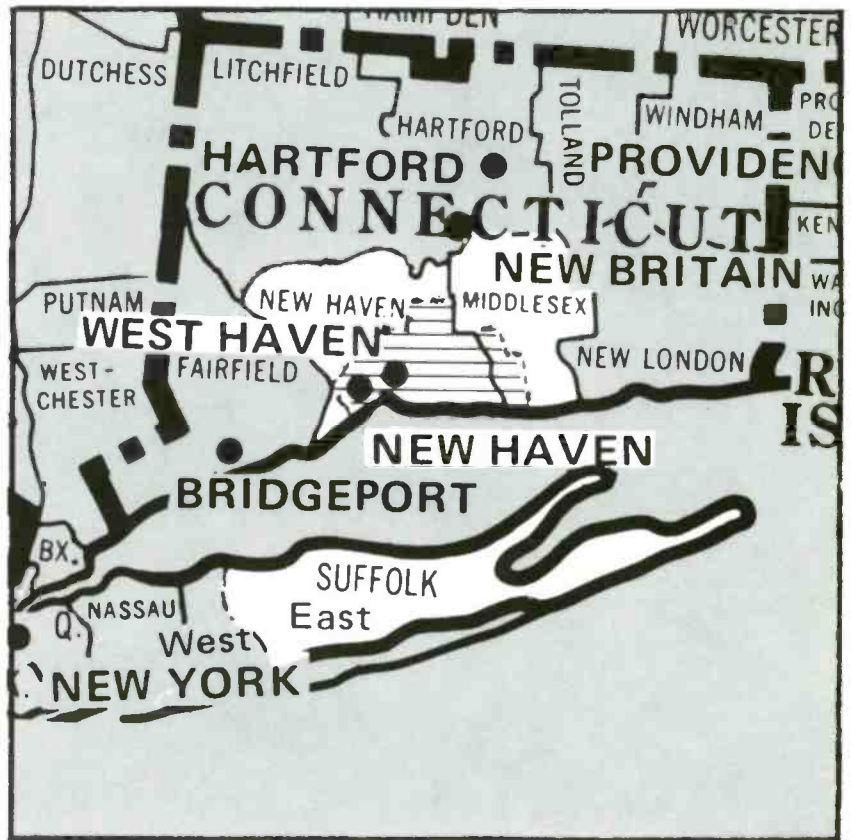
Nassau-Suffolk



SURVEYS SCHEDULED:

April/May

New Haven- West Haven

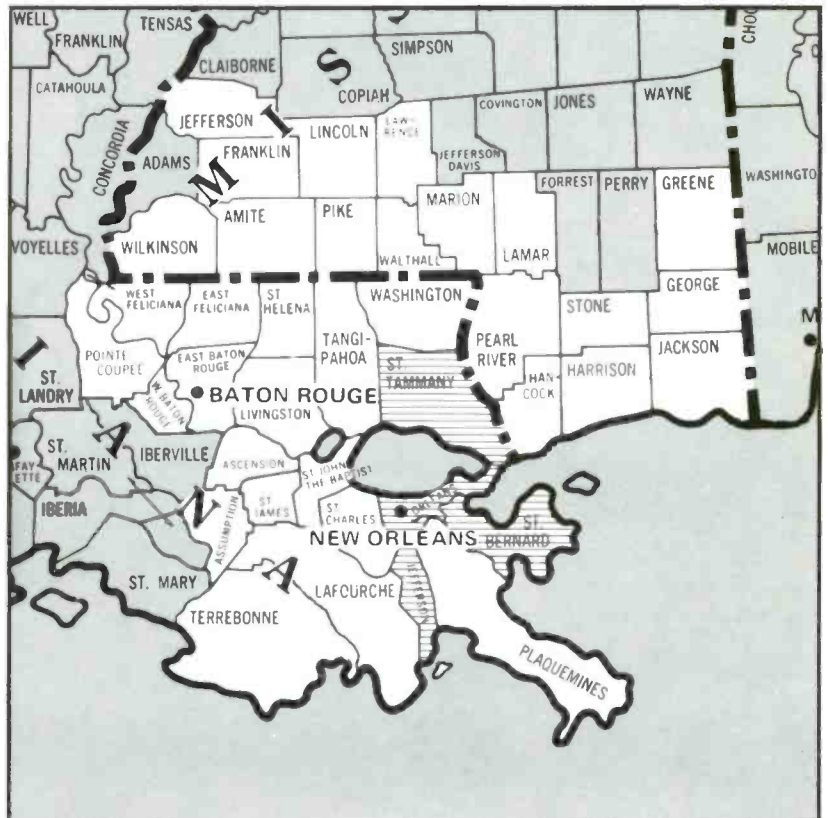


SURVEYS SCHEDULED:

April/May

October/November

New Orleans



SURVEYS SCHEDULED:

April/May

October/November

New York



SURVEYS SCHEDULED:

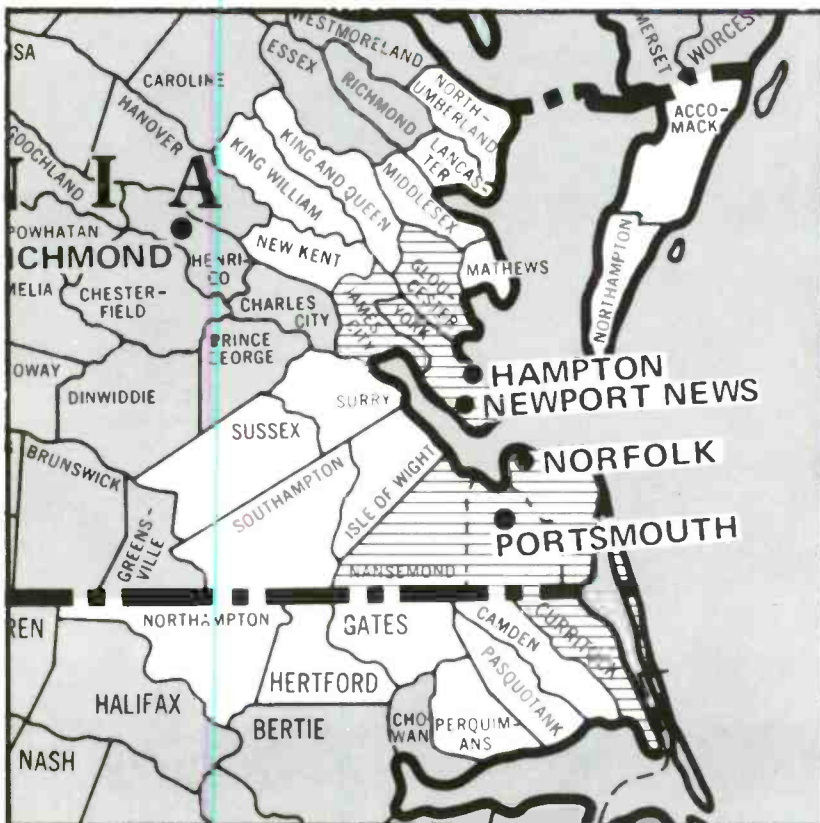
January/February

April/May

July/August

October/November

Norfolk- Portsmouth- Newport News- Hampton

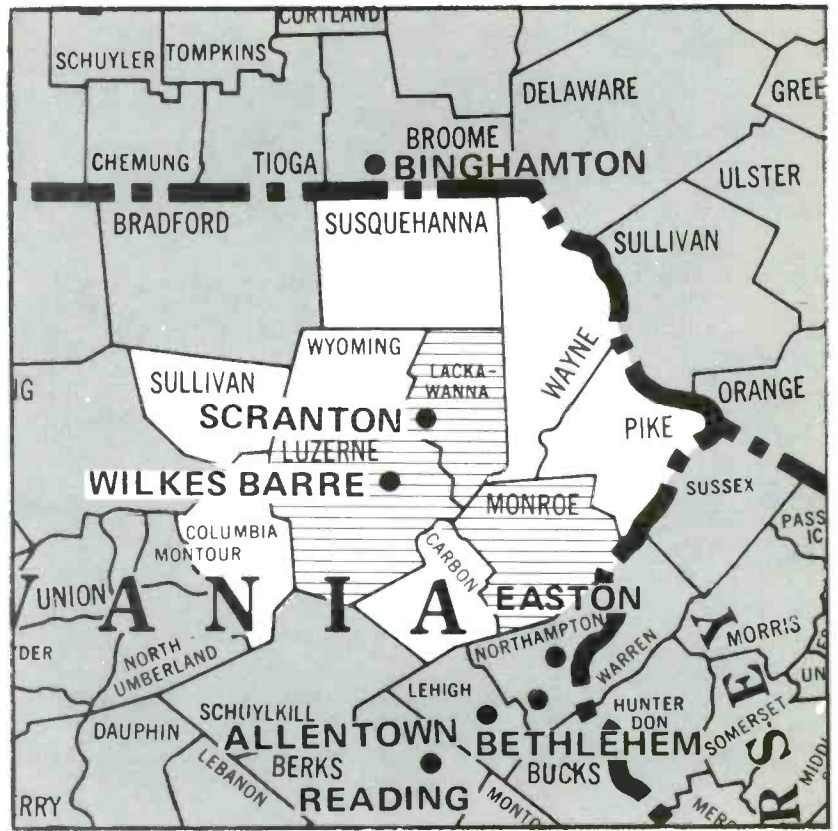


SURVEYS SCHEDULED:

April/May

October/November

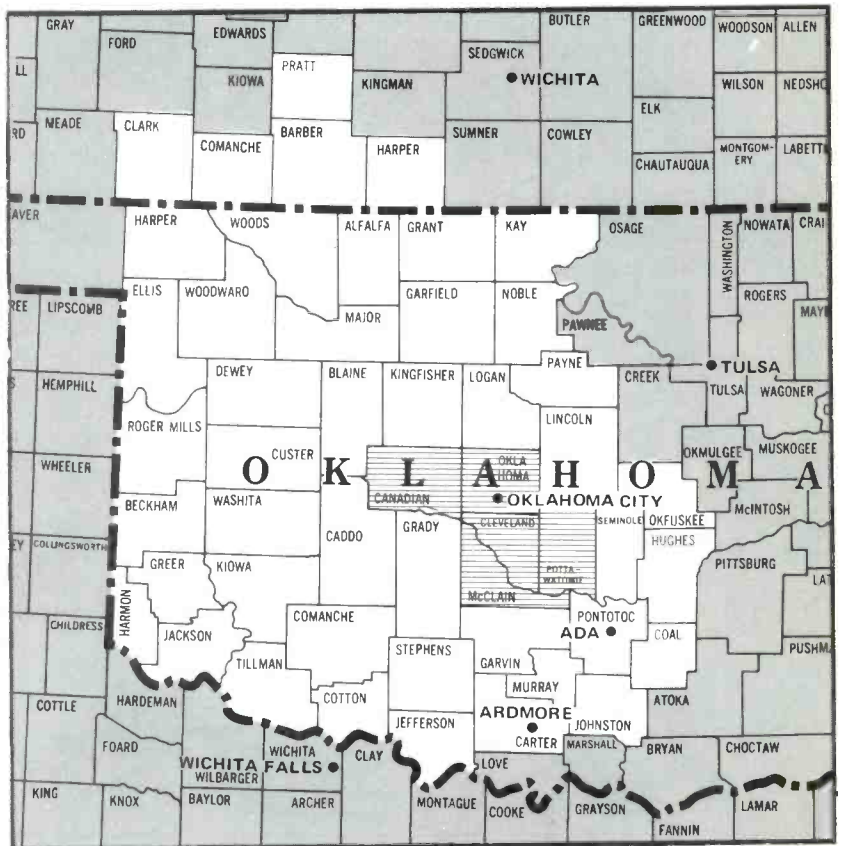
Northeast Pennsylvania (Wilkes Barre-Scranton)



SURVEYS SCHEDULED:

April/May

Oklahoma City

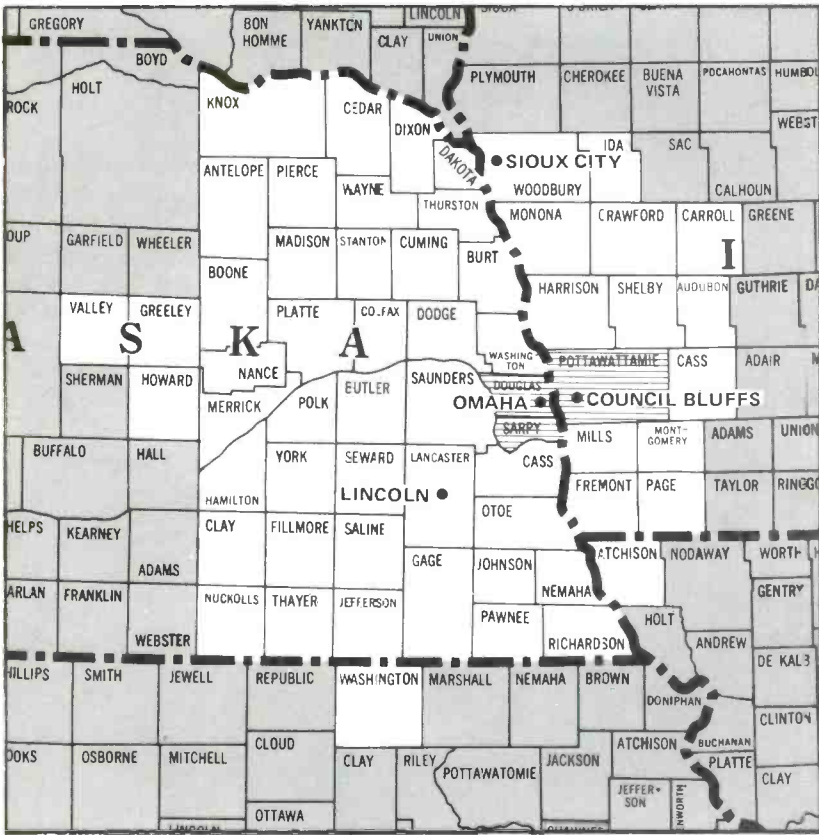


SURVEYS SCHEDULED:

April/May

October/November

Omaha-Council Bluffs

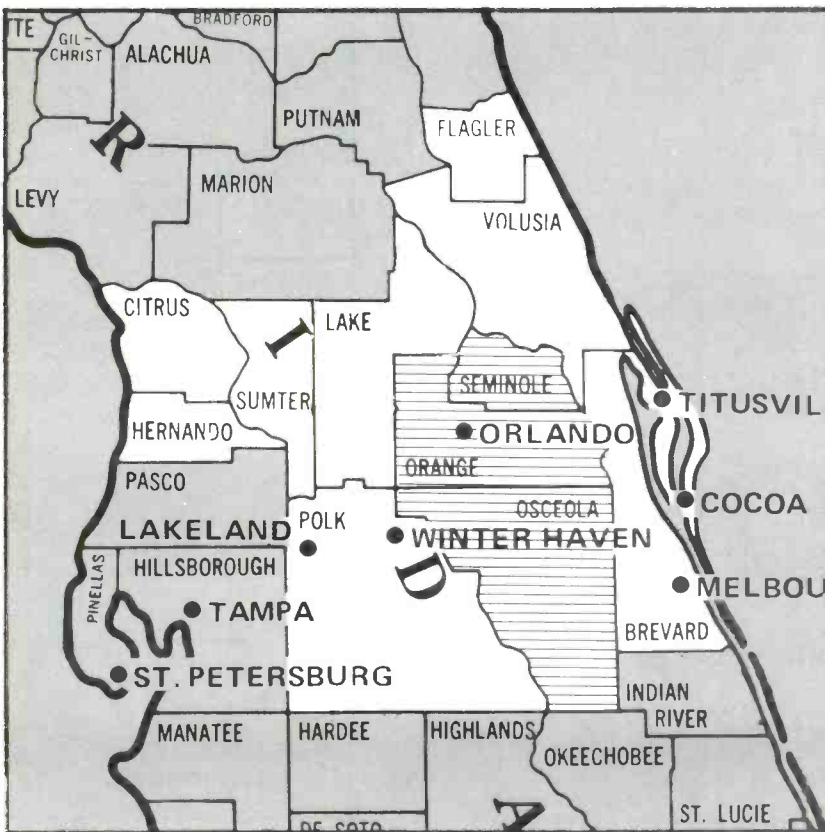


SURVEYS SCHEDULED:

April/May

October/November

Orlando



SURVEYS SCHEDULED:

April/May

October/November

Pensacola

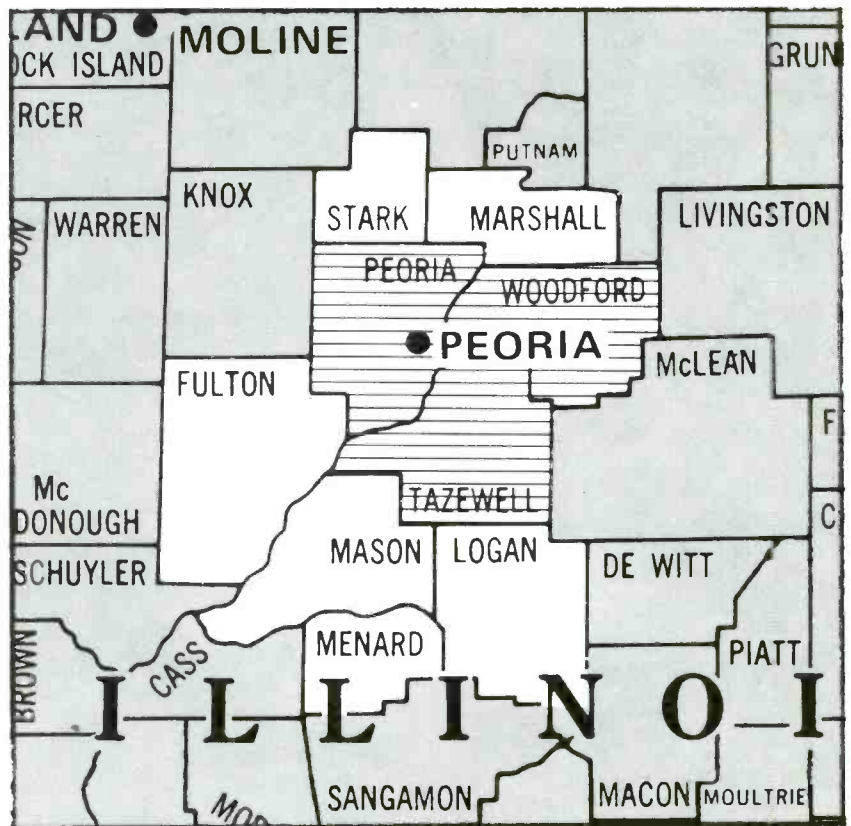


SURVEYS SCHEDULED:

April/May

October/November

Peoria



SURVEYS SCHEDULED:

April/May



Philadelphia

SURVEYS SCHEDULED:

January/February

April/May

July/August

October/November



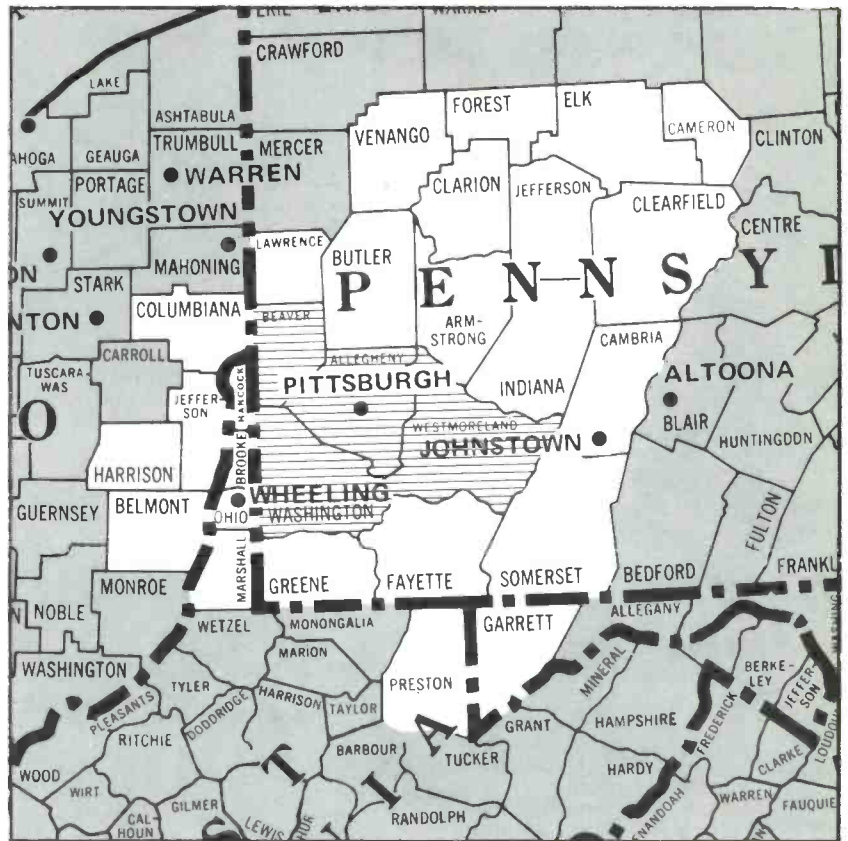
Phoenix

SURVEYS SCHEDULED:

April/May

October/November

Pittsburgh

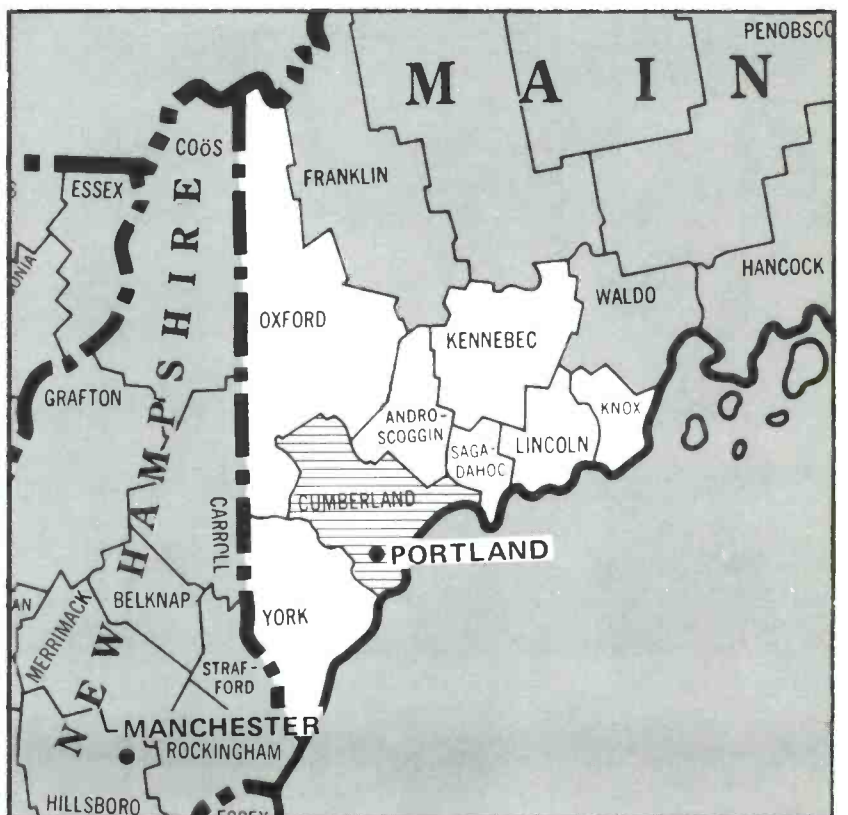


SURVEYS SCHEDULED:

April/May

October/November

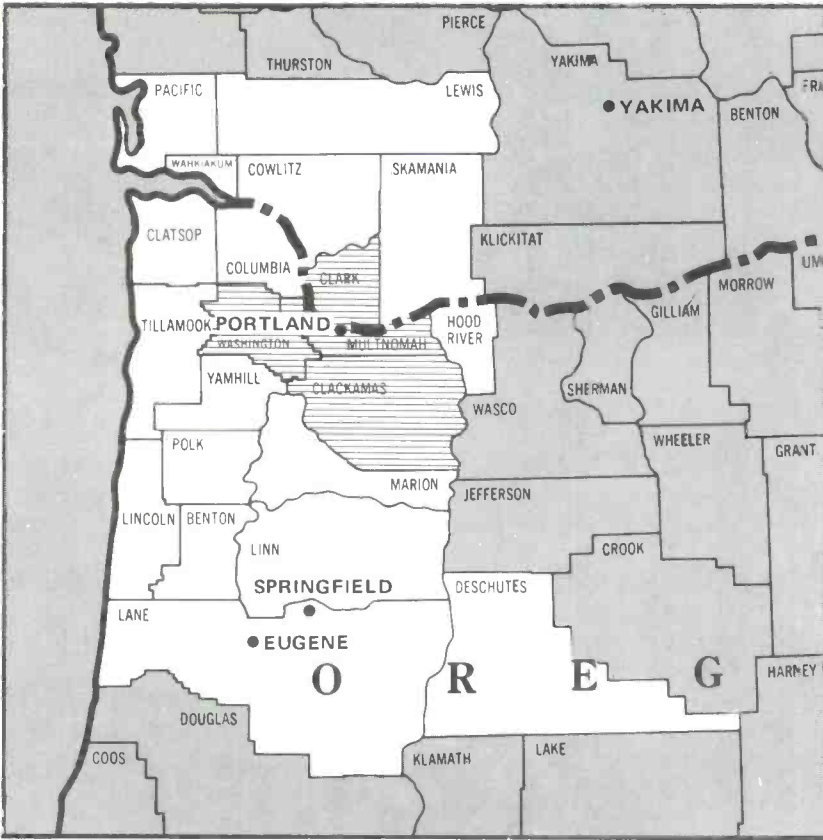
Portland, ME



SURVEYS SCHEDULED:

April/May

Portland, OR



SURVEYS SCHEDULED:

April/May

October/November

Providence-Warwick-Pawtucket

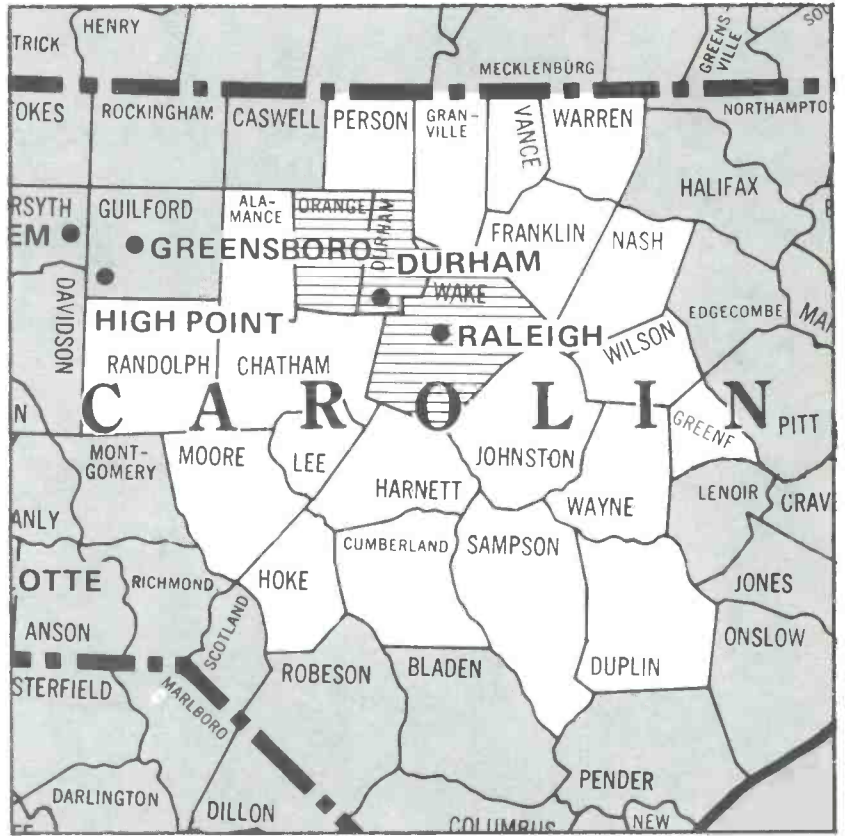


SURVEYS SCHEDULED:

April/May

October/November

Raleigh-Durham



SURVEYS SCHEDULED:

April/May

October/November

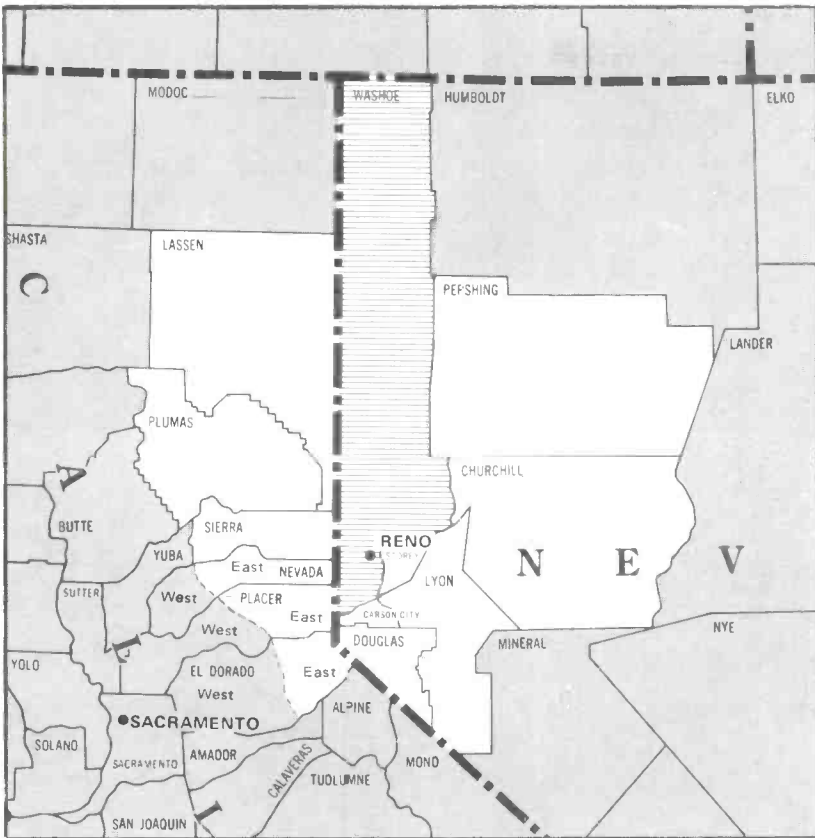
Reading



SURVEYS SCHEDULED:

April/May

Reno



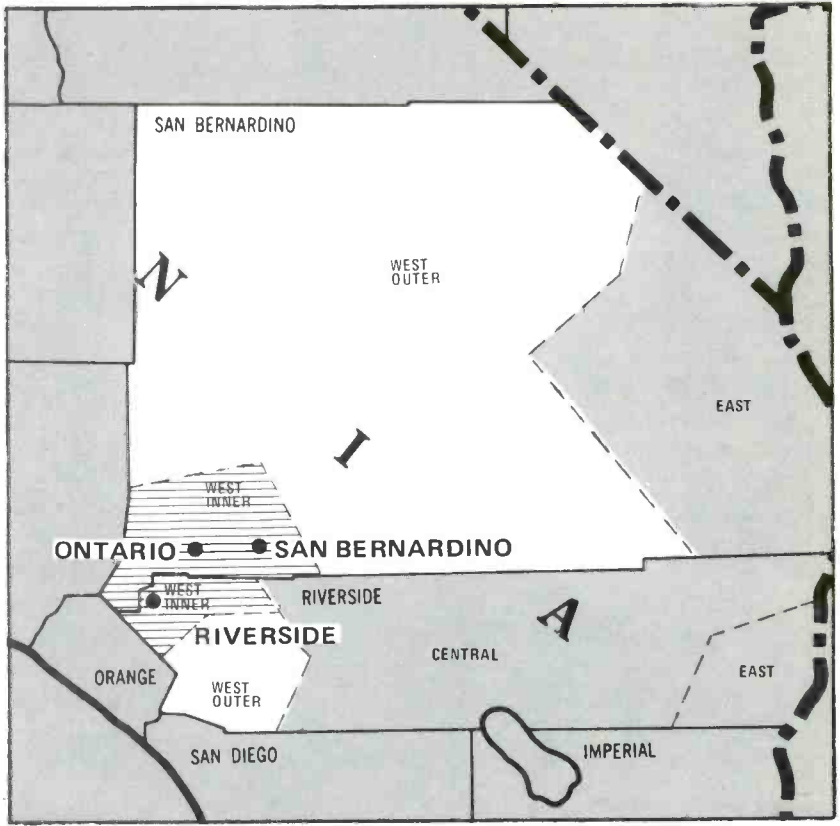
SURVEYS SCHEDULED:
April/May

Richmond



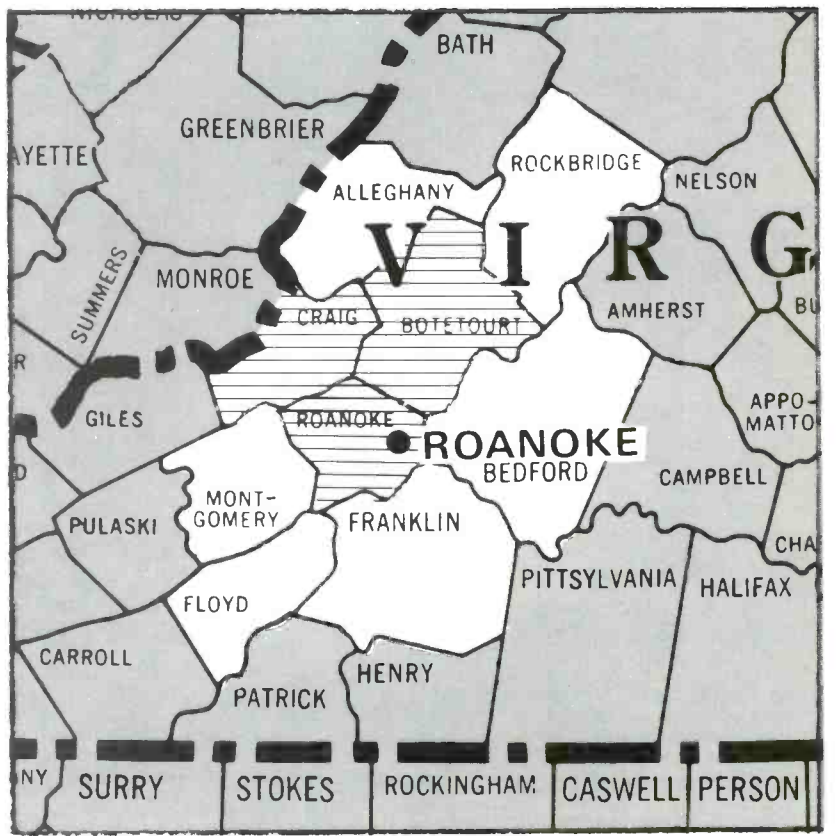
SURVEYS SCHEDULED:
April/May
October/November

Riverside- San Bernardino- Ontario



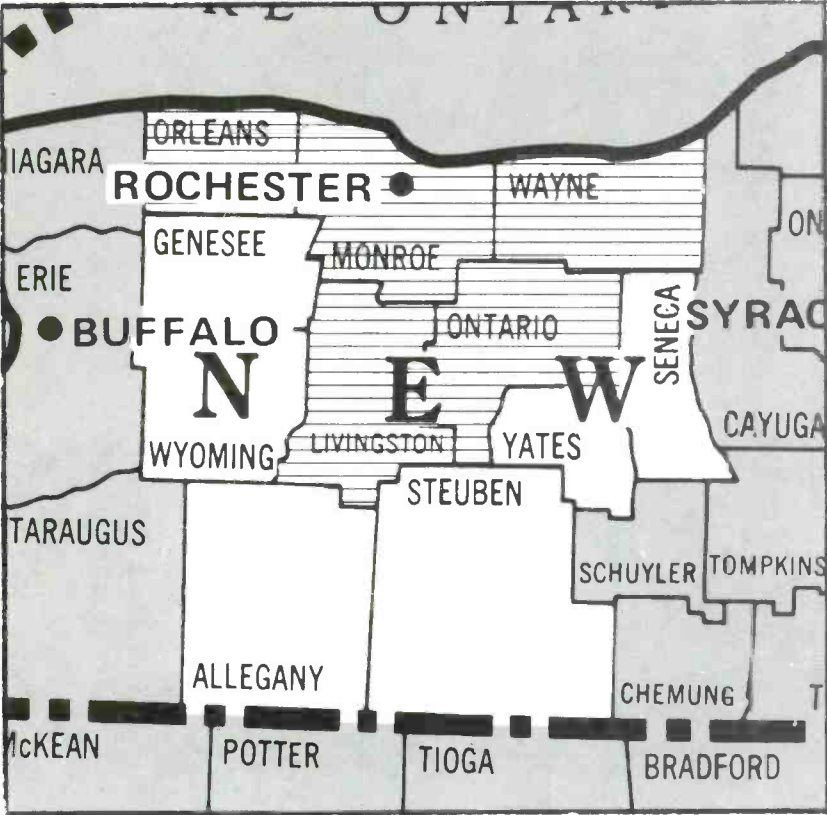
SURVEYS SCHEDULED:
April/May

Roanoke



SURVEYS SCHEDULED:
April/May

Rochester, NY

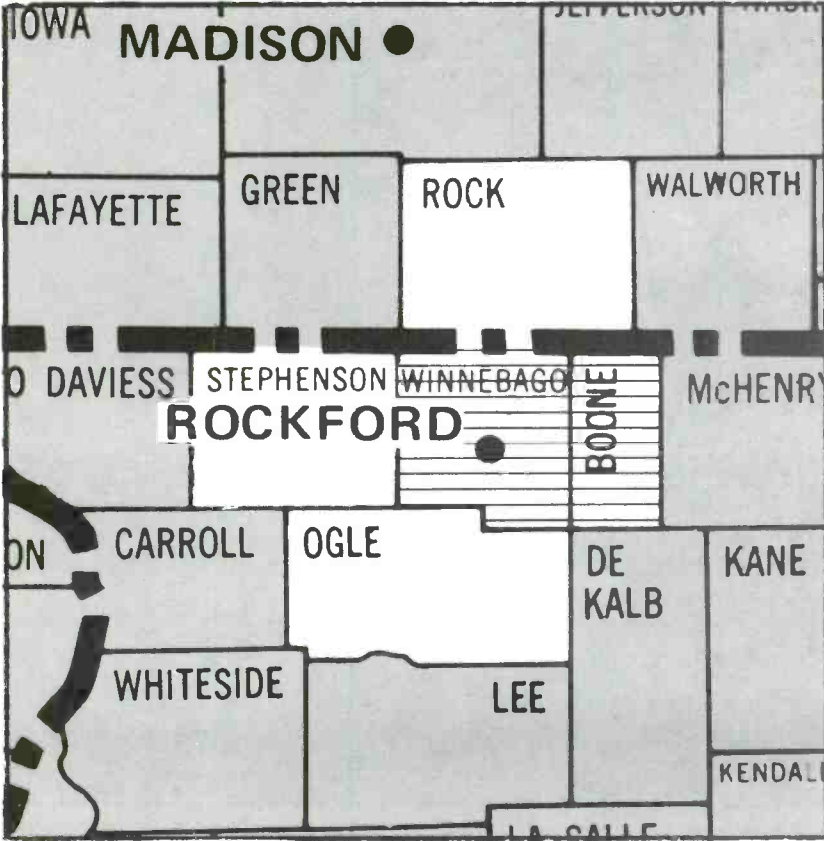


SURVEYS SCHEDULED:

April/May

October/November

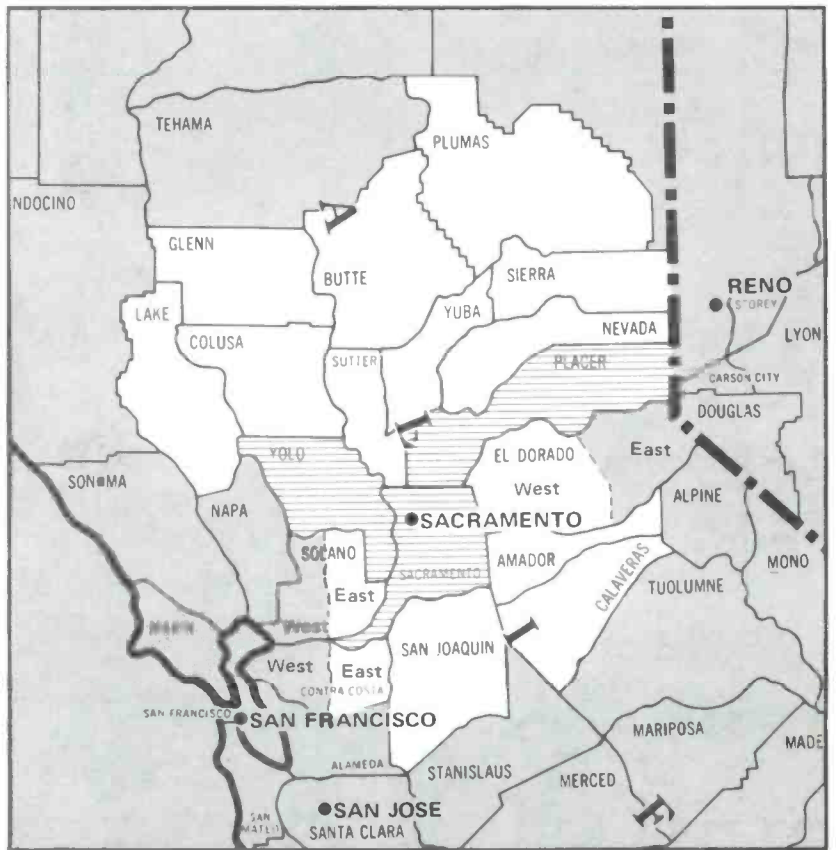
Rockford



SURVEYS SCHEDULED:

April/May

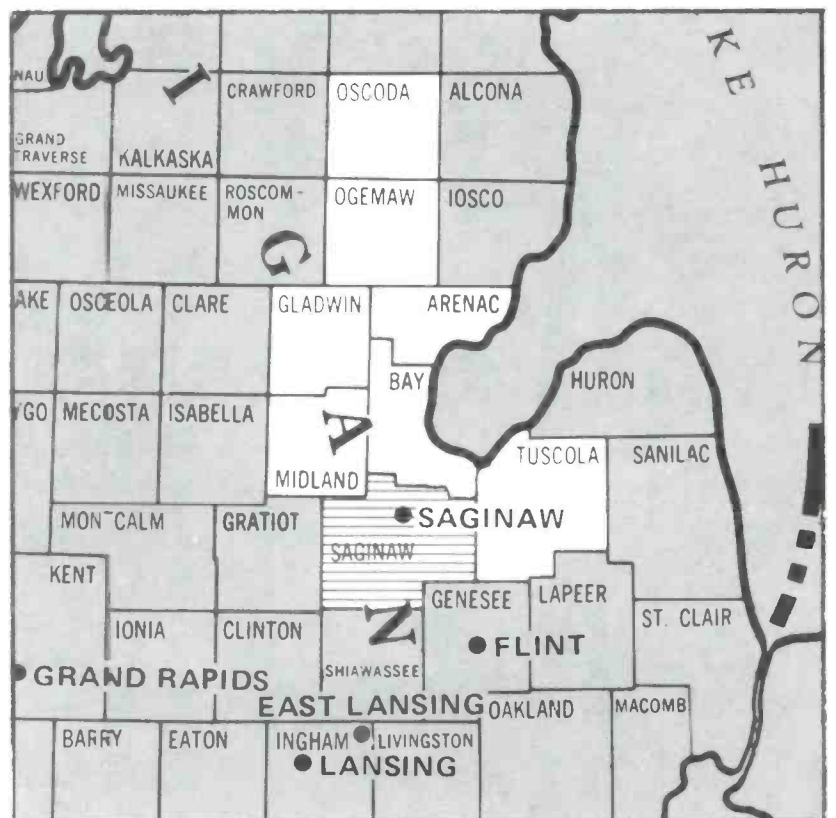
Sacramento



SURVEYS SCHEDULED:

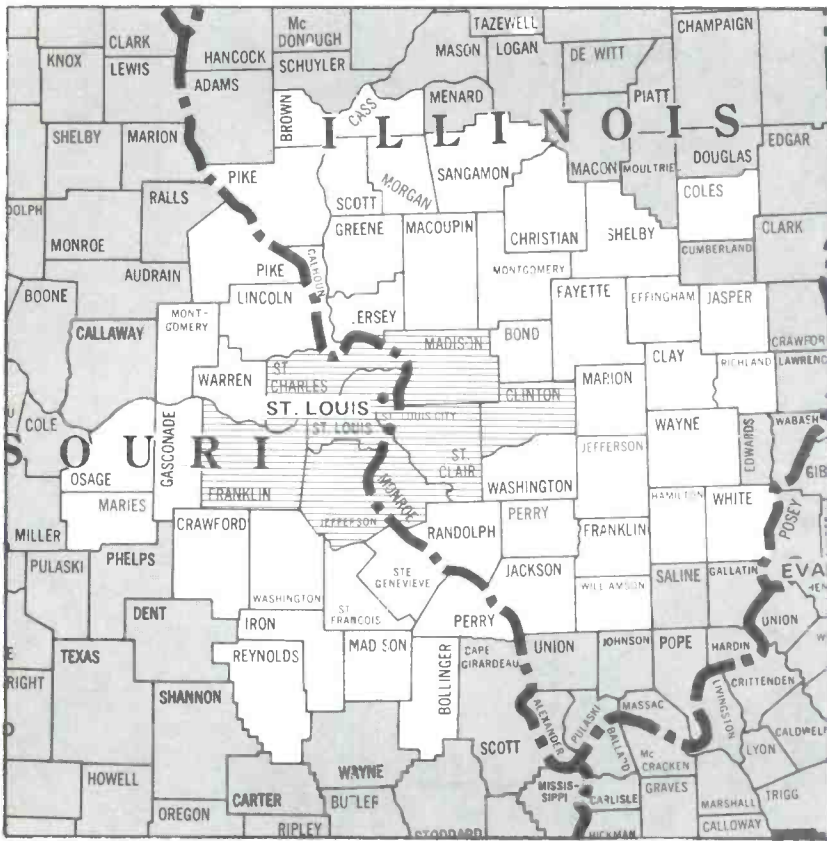
April/May
October/November

Saginaw



SURVEYS SCHEDULED:

April/May



St. Louis

SURVEYS SCHEDULED:

April/May

October/November

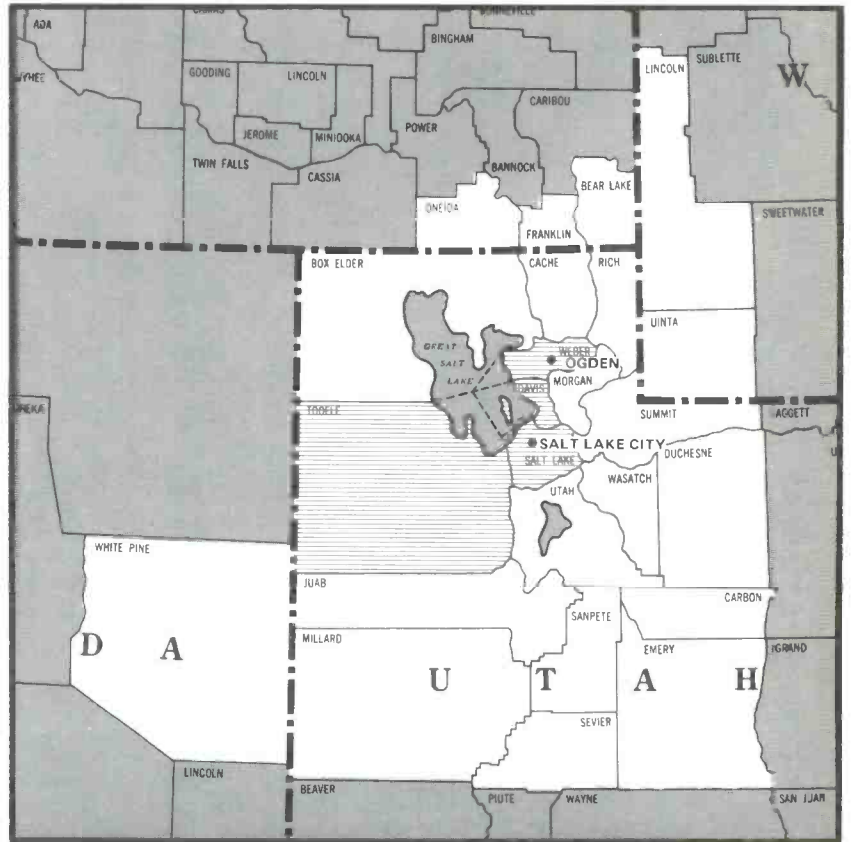


Salinas-Seaside-Monterey

SURVEYS SCHEDULED:

April/May

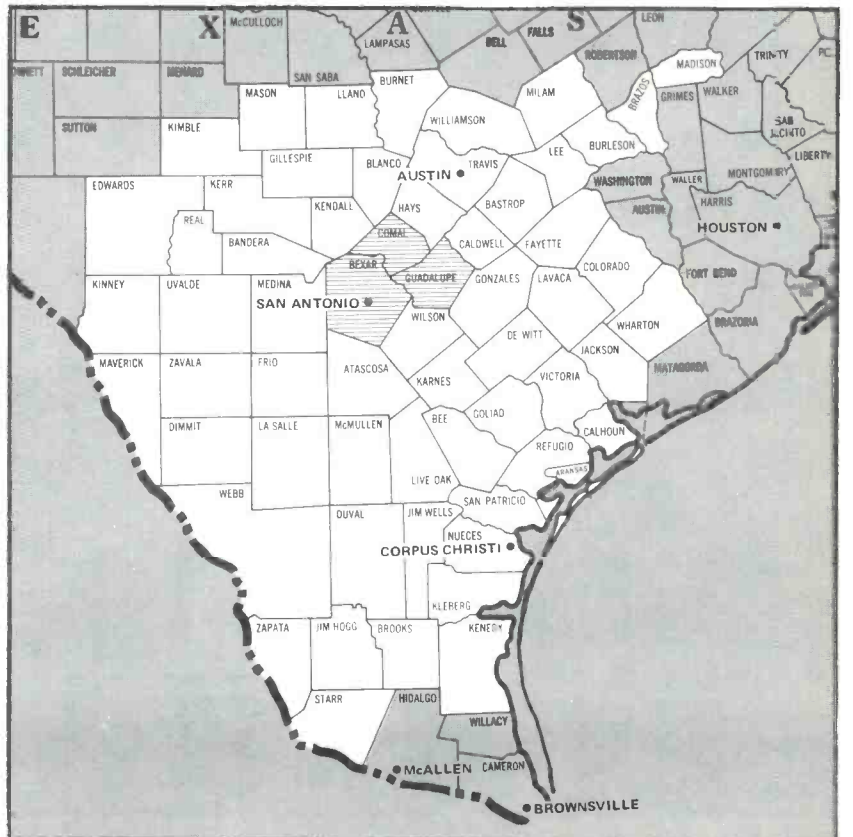
Salt Lake City- Ogden



SURVEYS SCHEDULED:

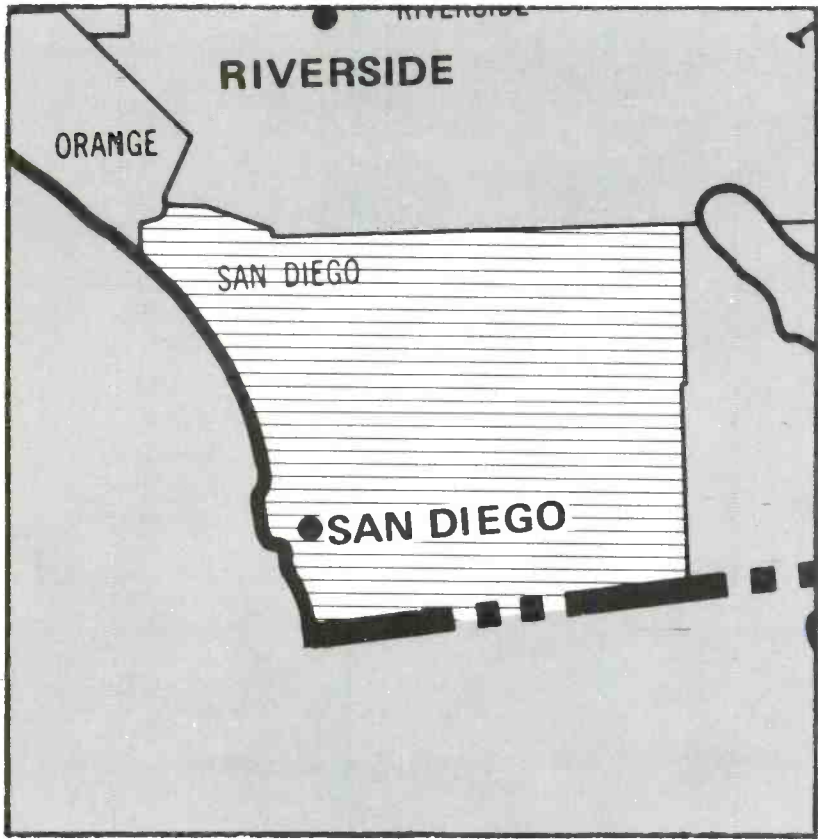
April/May
October/November

San Antonio



SURVEYS SCHEDULED:

April/May
October/November

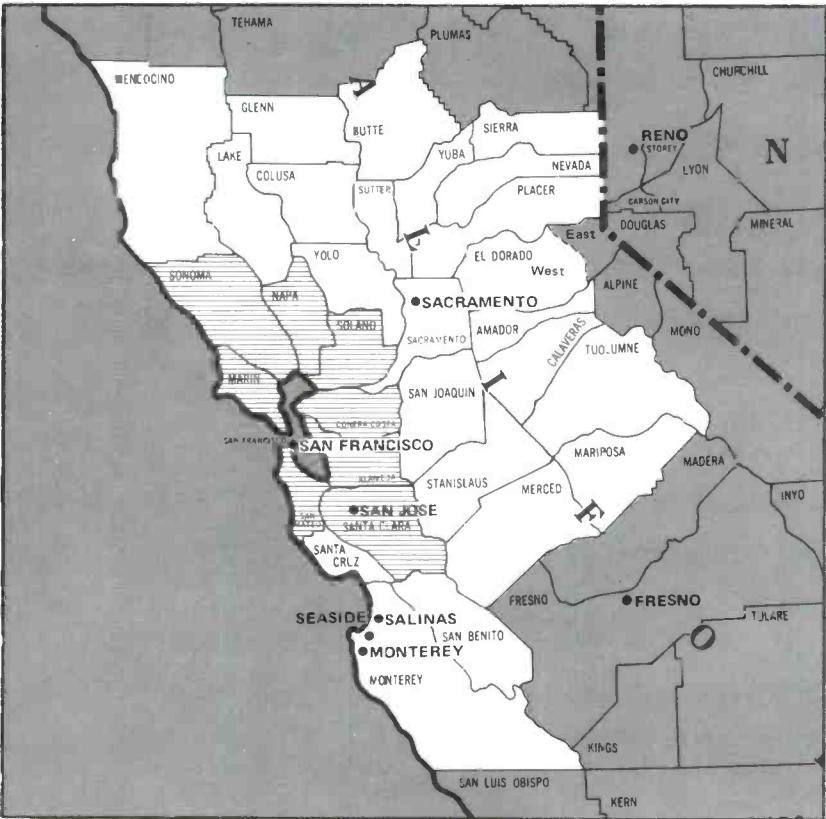


San Diego

SURVEYS SCHEDULED:

April/May

October/November



San Francisco

SURVEYS SCHEDULED:

January/February

April/May

July/August

October/November

San Jose

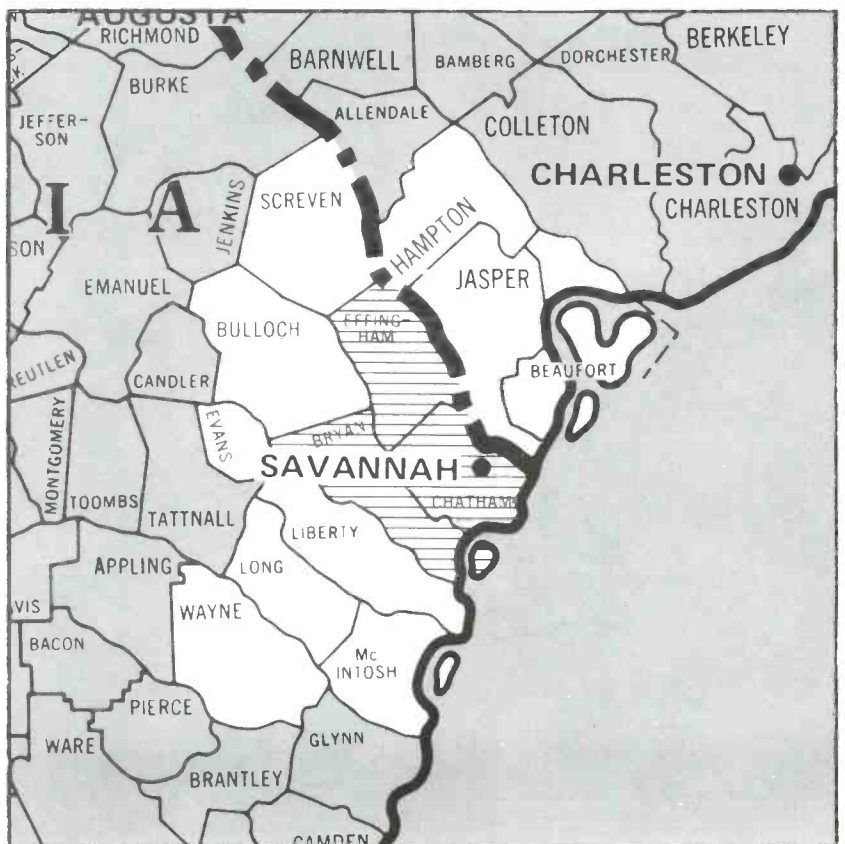


SURVEYS SCHEDULED:

April/May

October/November

Savannah



SURVEYS SCHEDULED:

April/May

Seattle- Everett- Tacoma

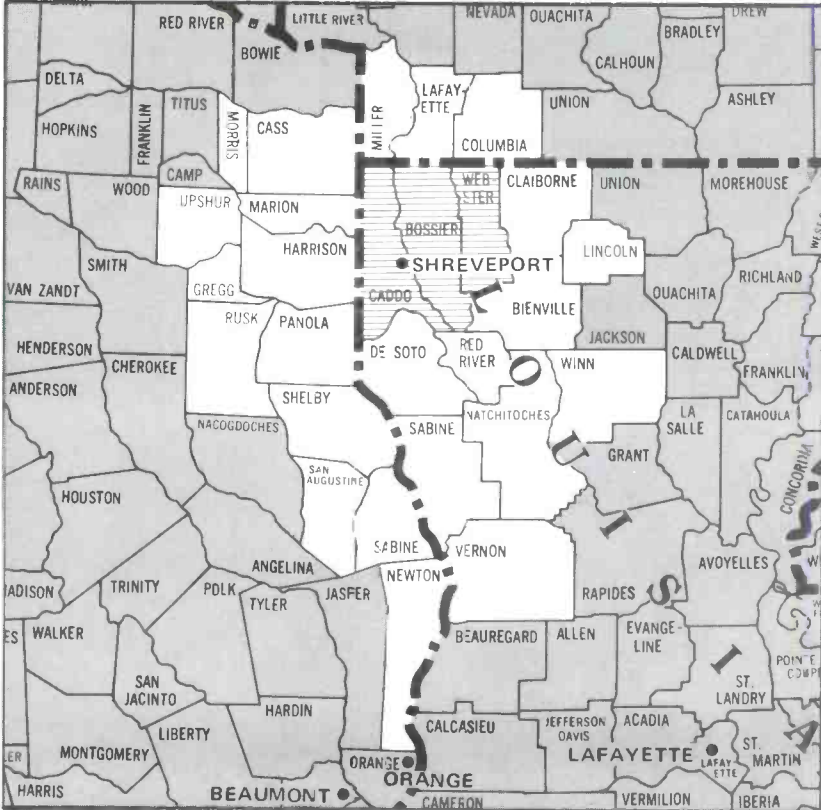


SURVEYS SCHEDULED:

April/May

October/November

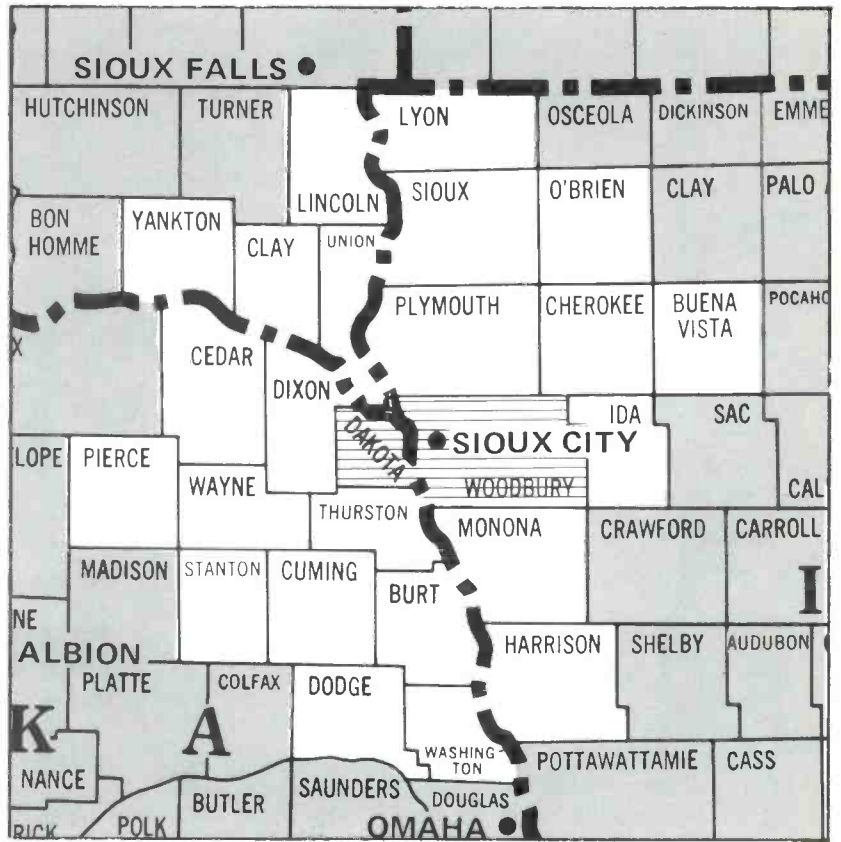
Shreveport



SURVEYS SCHEDULED:

April/May

Sioux City, IA



SURVEYS SCHEDULED:

April/May

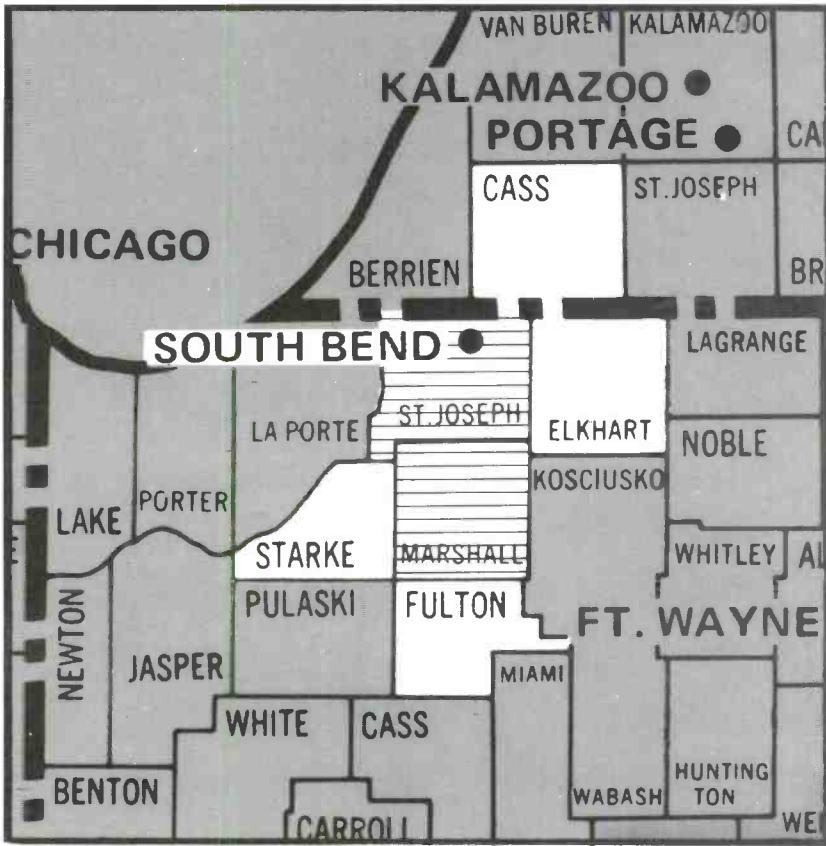
Sioux Falls, SD



SURVEYS SCHEDULED:

April/May

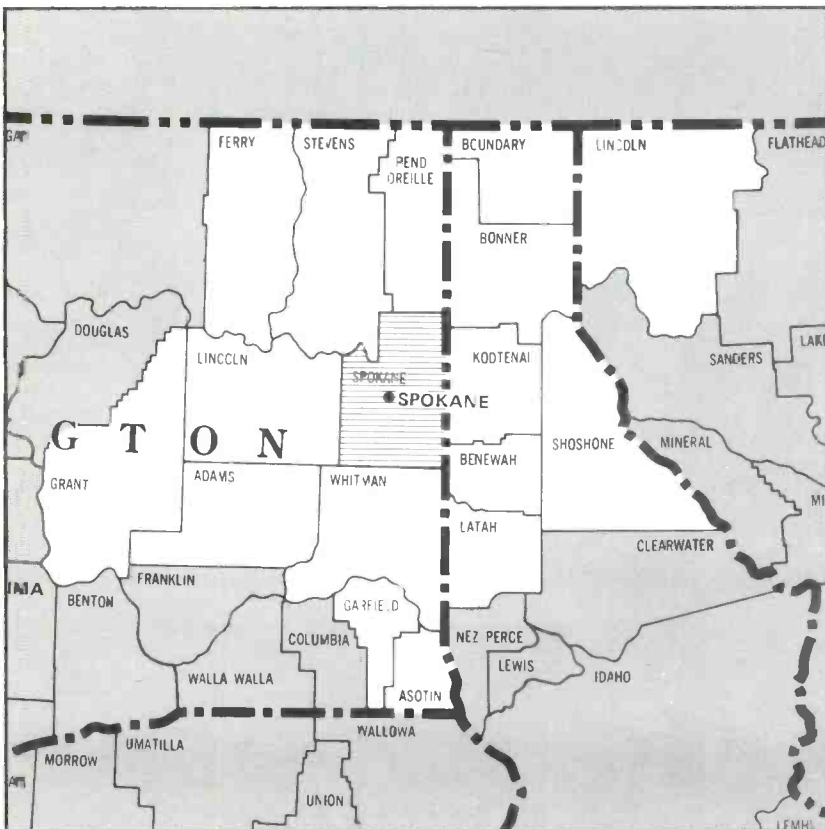
South Bend



SURVEYS SCHEDULED:

April/May

Spokane

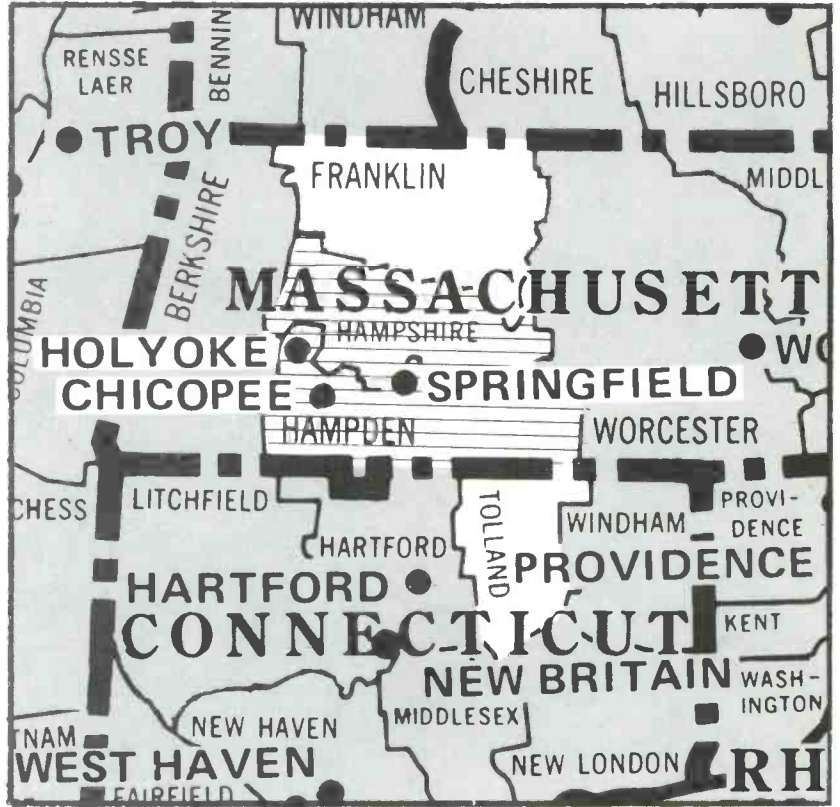


SURVEYS SCHEDULED:

April/May

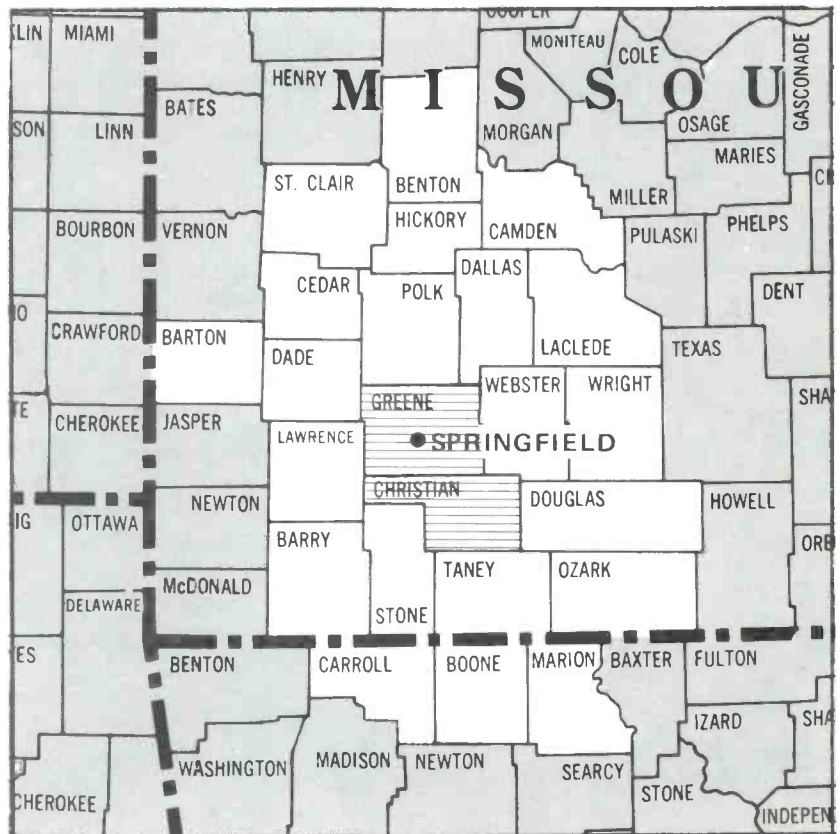
October/November

Springfield- Chicopee- Holyoke



SURVEYS SCHEDULED:
April/May

Springfield, MO



SURVEYS SCHEDULED:
April/May

Syracuse

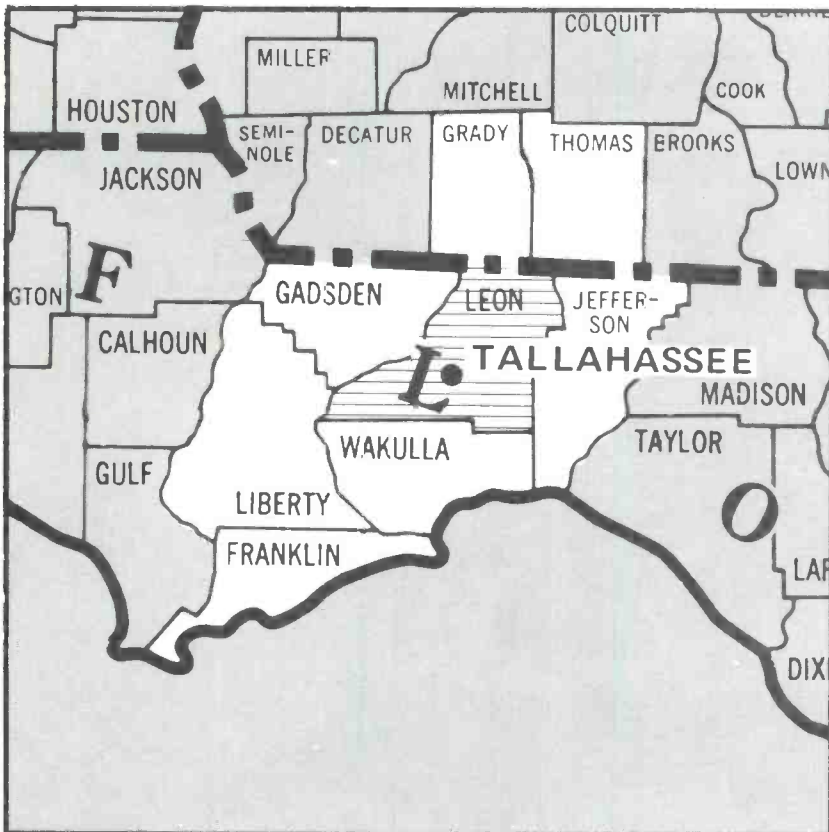


SURVEYS SCHEDULED:

April/May

October/November

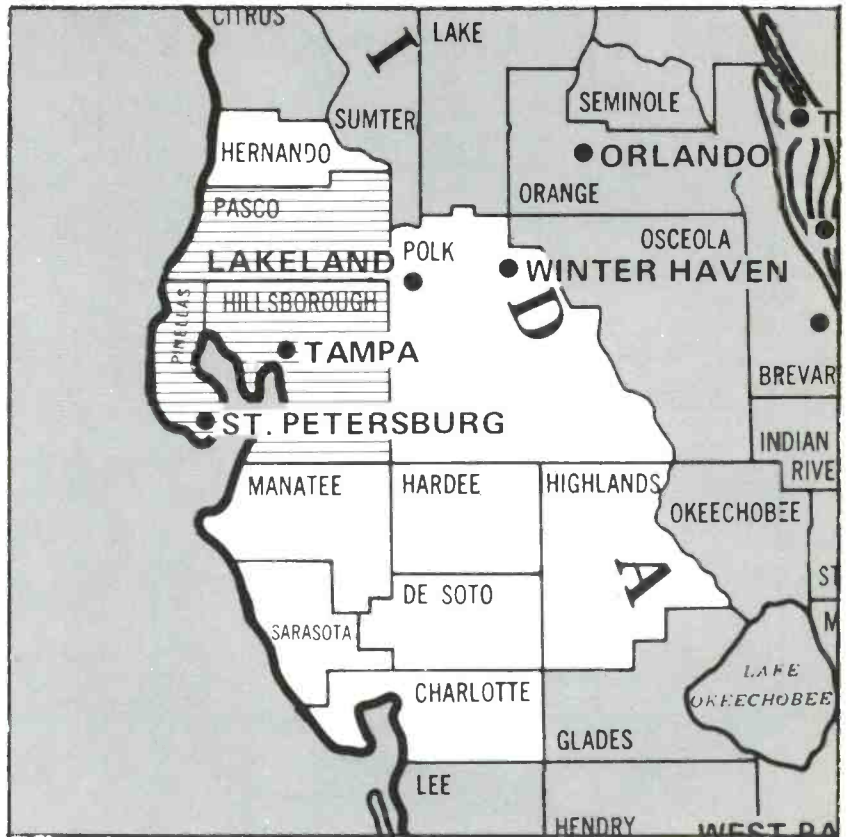
Tallahassee



SURVEYS SCHEDULED:

April/May

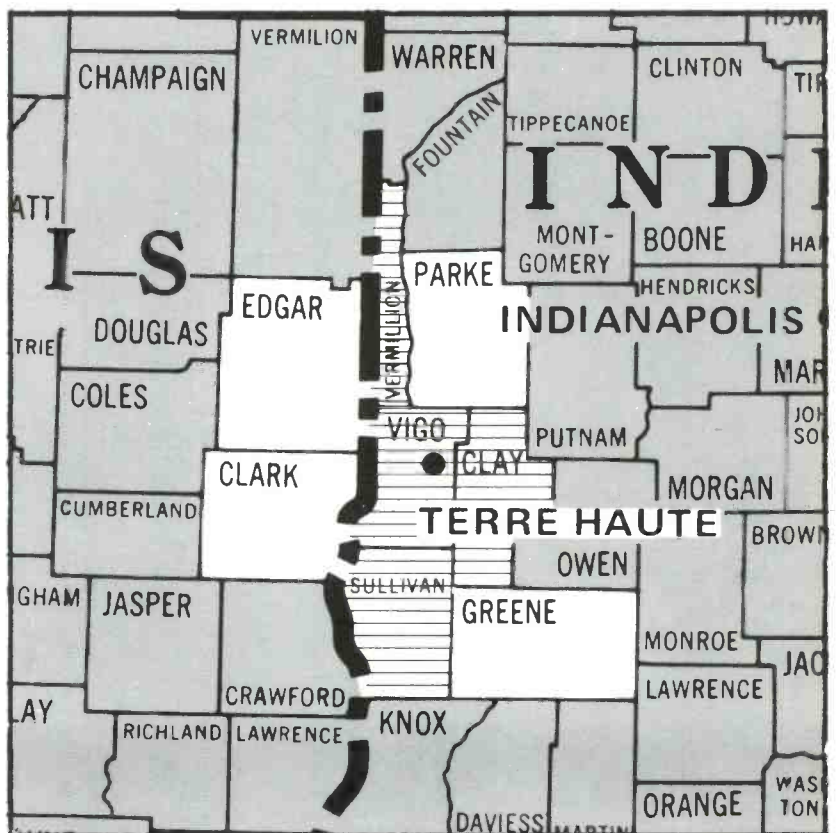
Tampa-St. Petersburg



SURVEYS SCHEDULED:

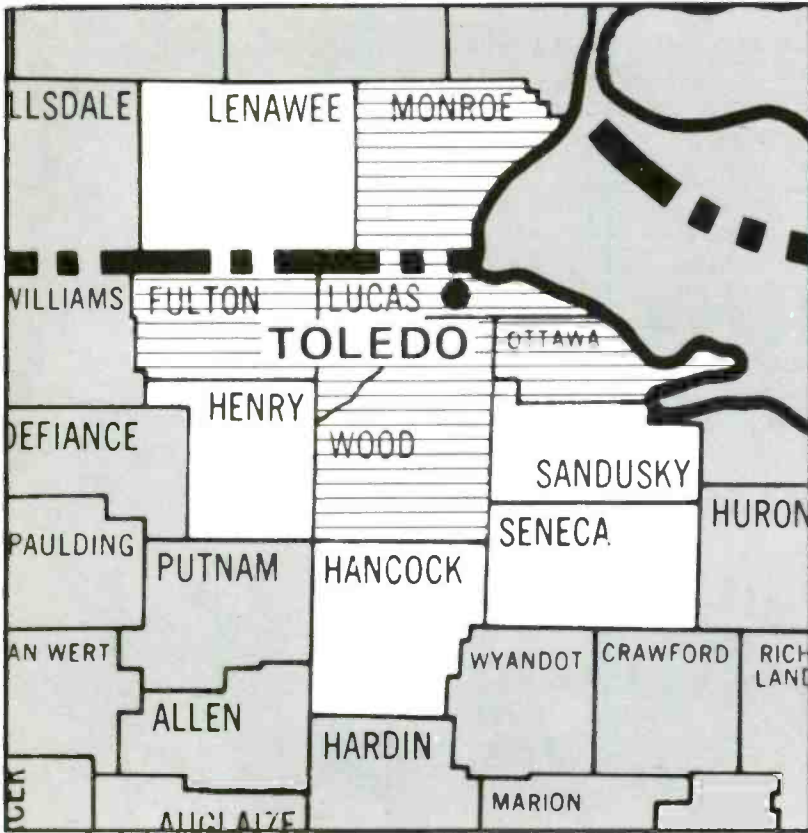
April/May
October/November

Terre Haute



SURVEYS SCHEDULED:

April/May

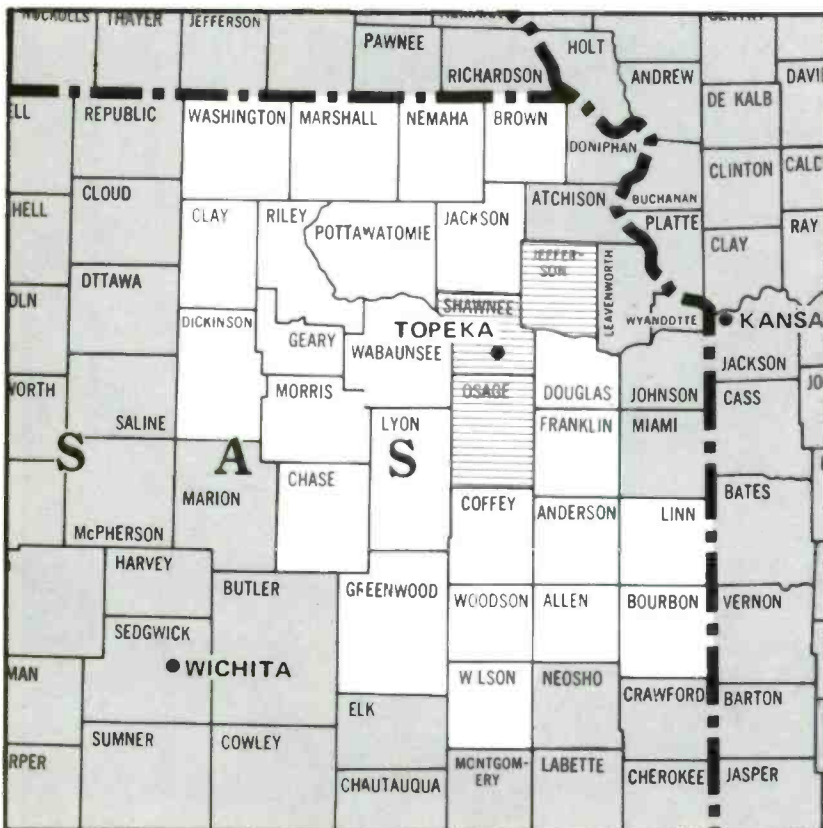


Toledo

SURVEYS SCHEDULED:

April/May

October/November

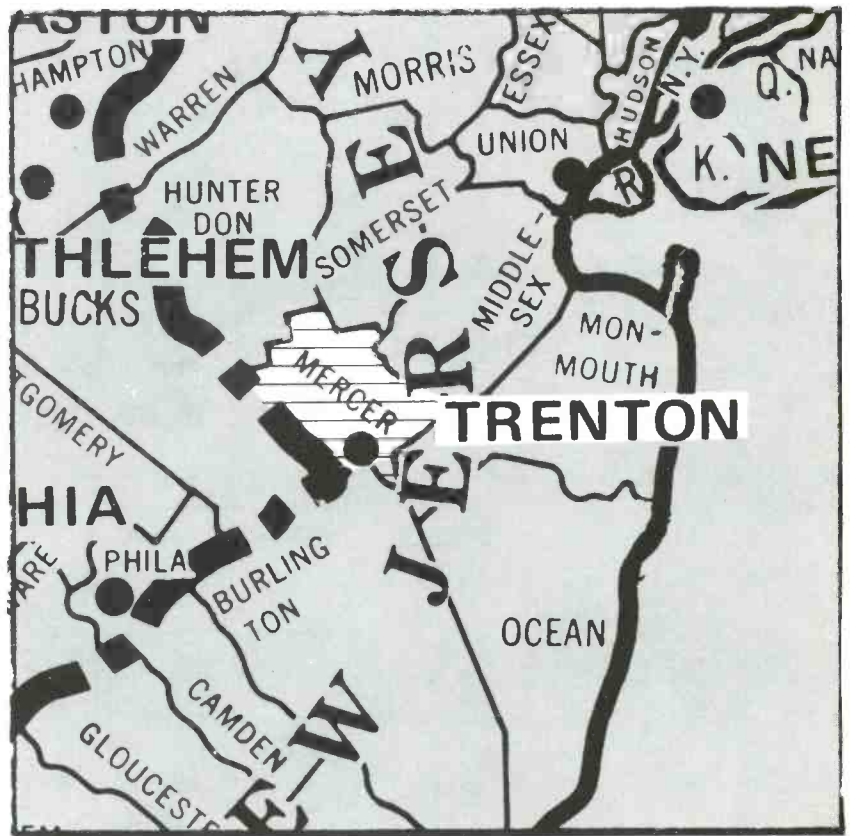


Topeka

SURVEYS SCHEDULED:

April/May

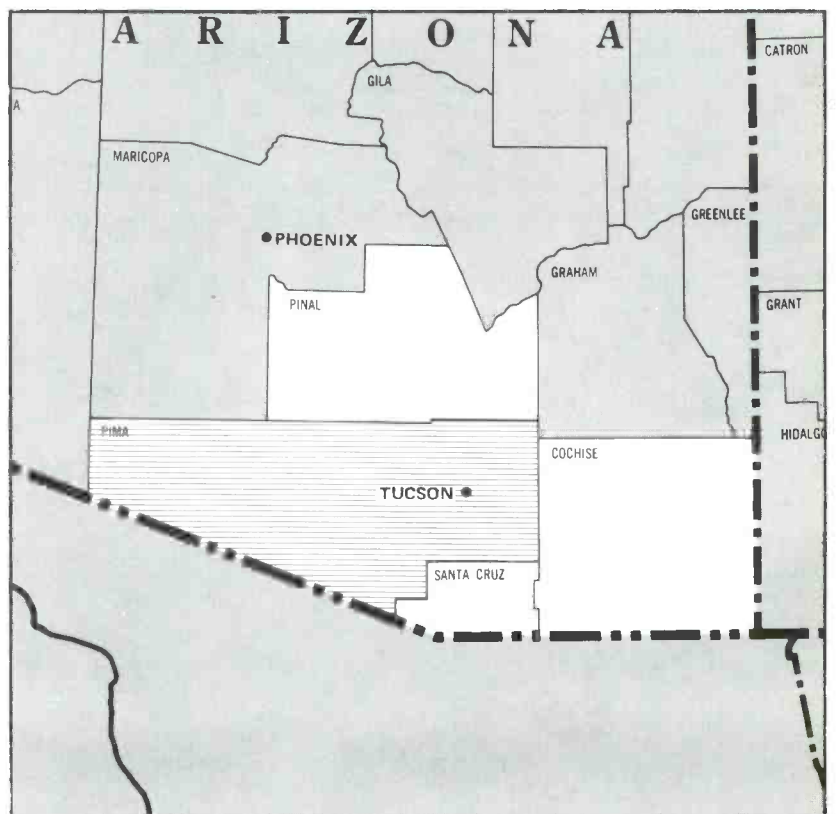
Trenton



SURVEYS SCHEDULED:

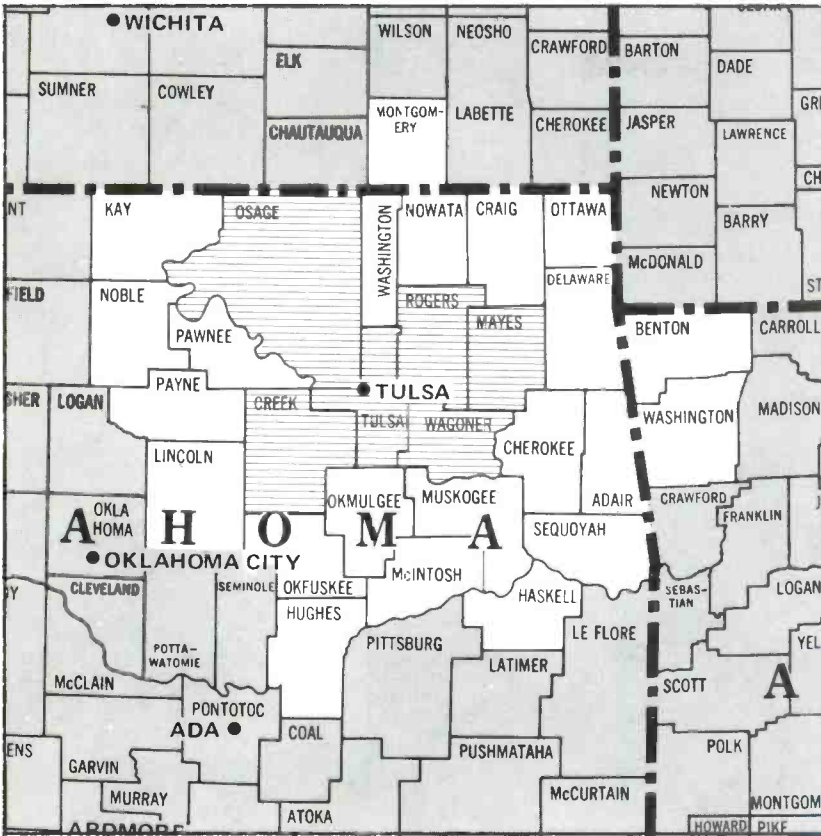
April/May

Tucson



SURVEYS SCHEDULED:

April/May



Tulsa

SURVEYS SCHEDULED:

April/May

October/November

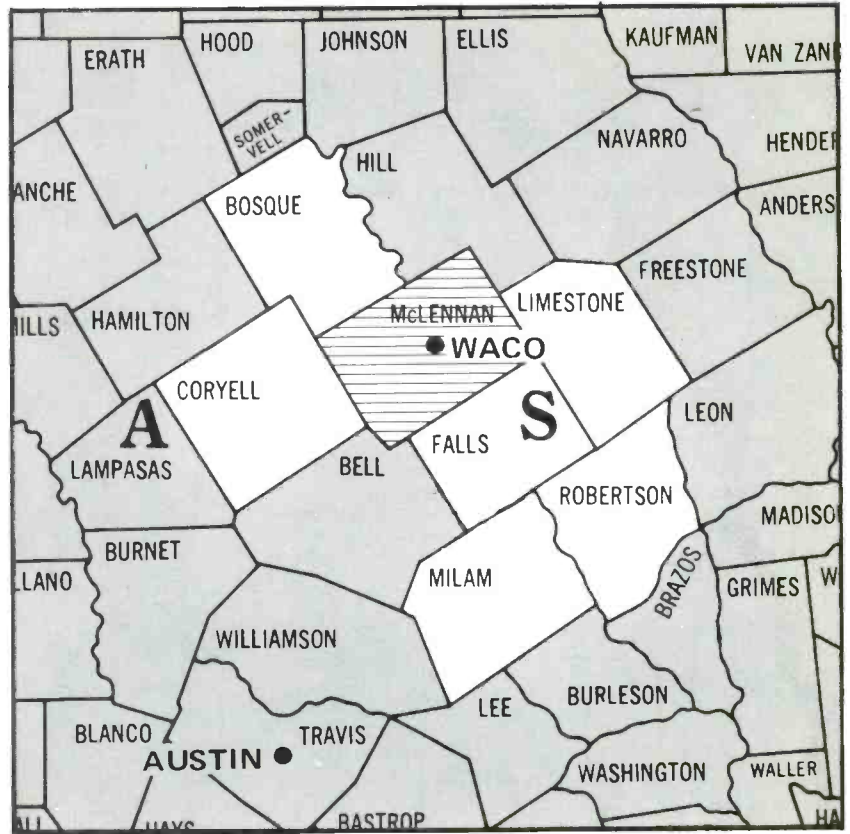


Utica-Rome

SURVEYS SCHEDULED:

April/May

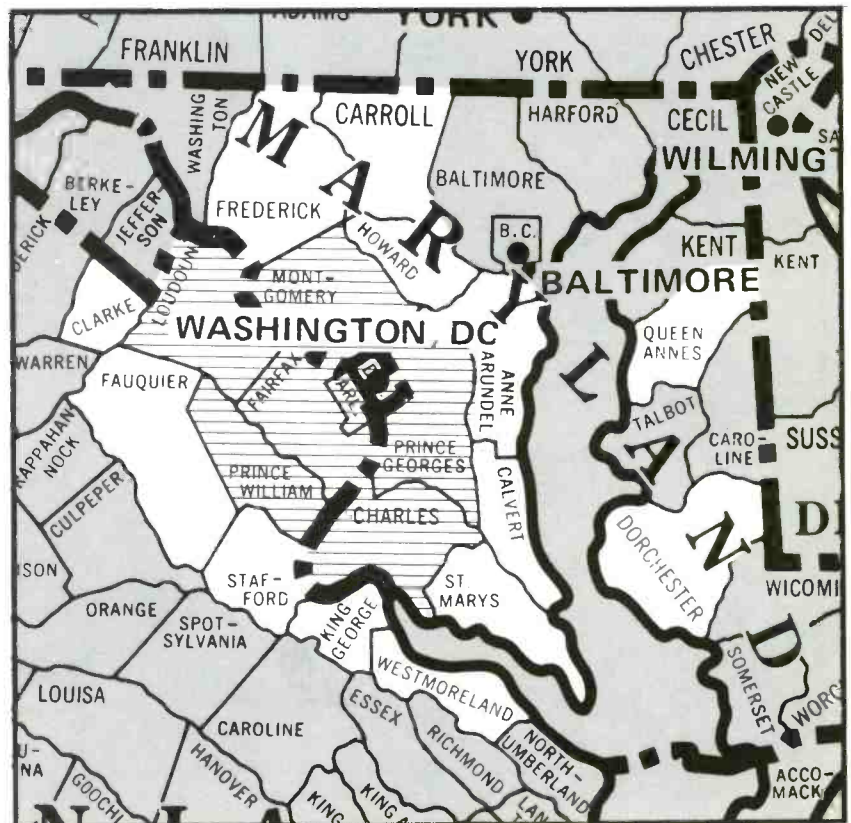
Waco



SURVEYS SCHEDULED:

April/May

Washington, DC



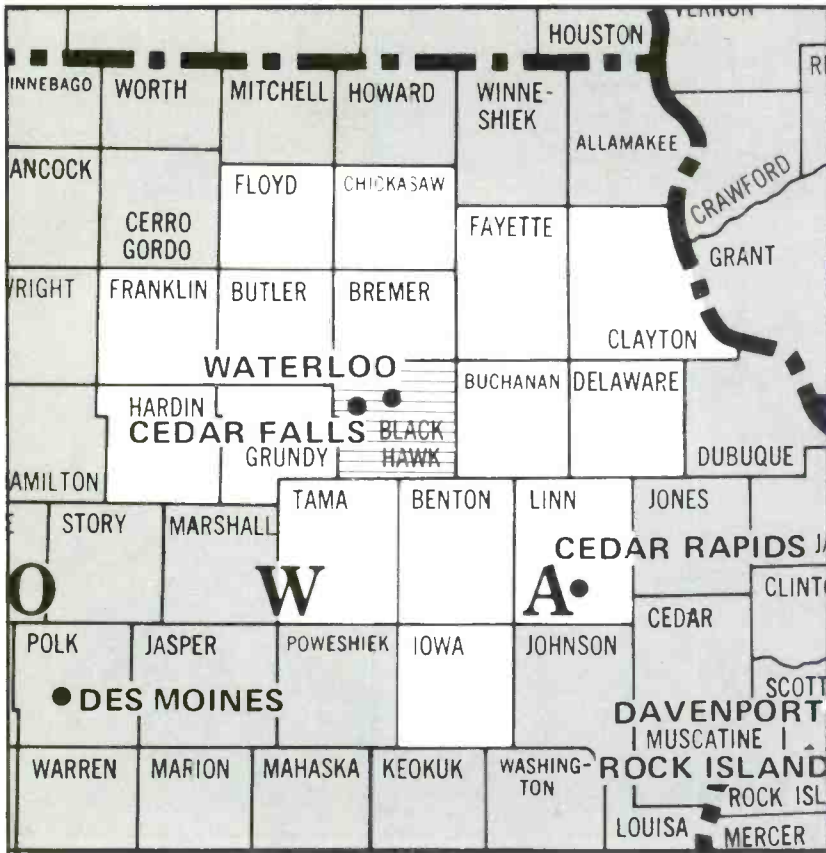
SURVEYS SCHEDULED:

January/February

April/May

July/August

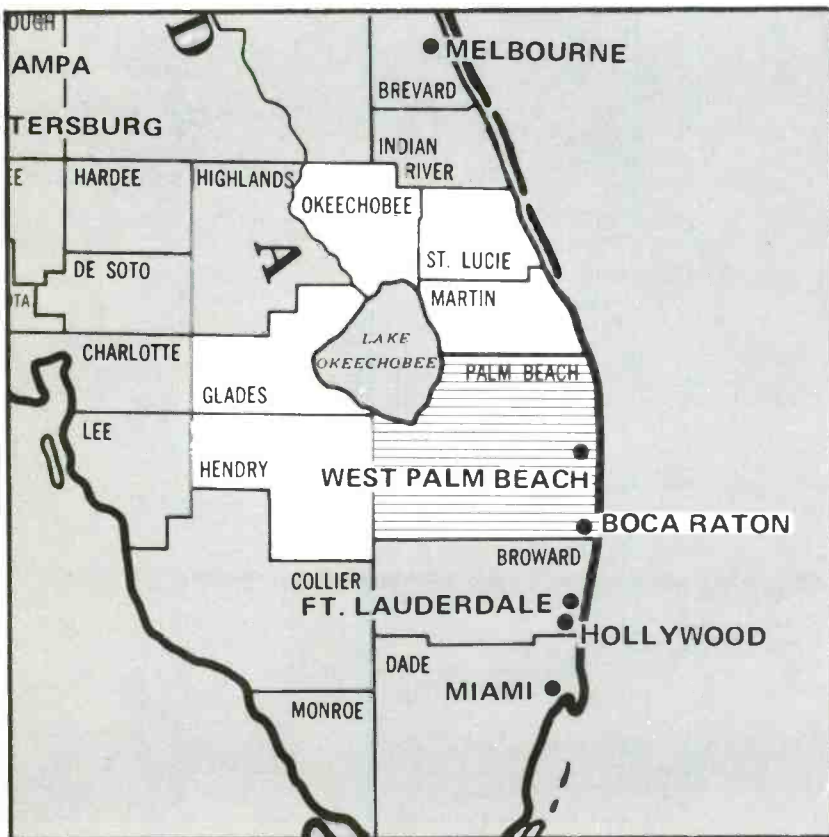
October/November



Waterloo- Cedar Falls

SURVEYS SCHEDULED:

April/May

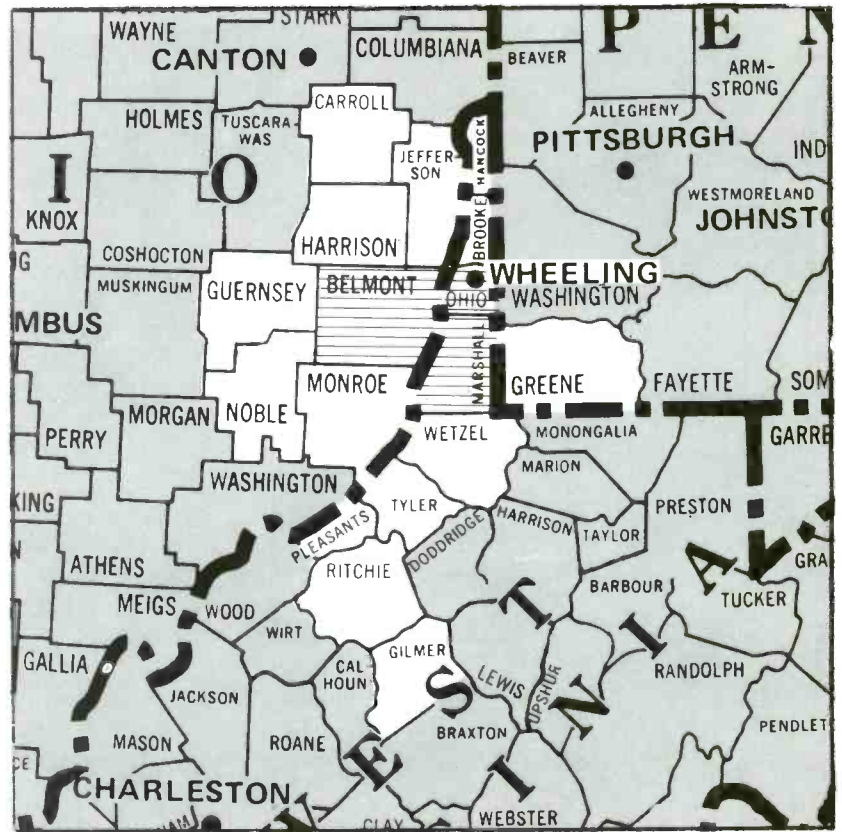


West Palm Beach- Boca Raton

SURVEYS SCHEDULED:

April/May

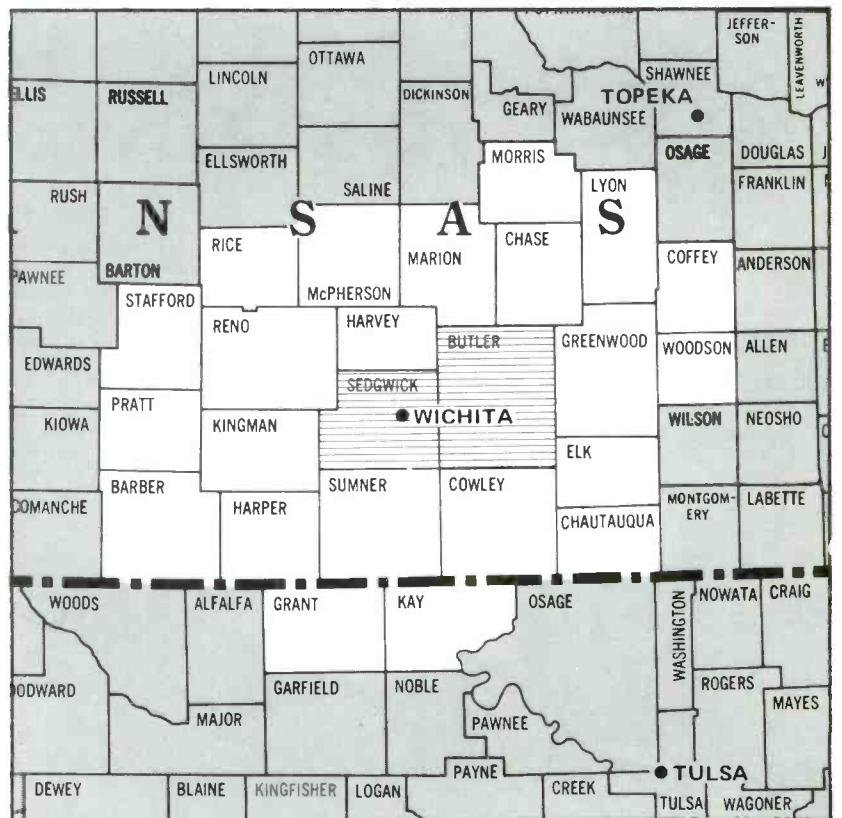
Wheeling



SURVEYS SCHEDULED:

April/May

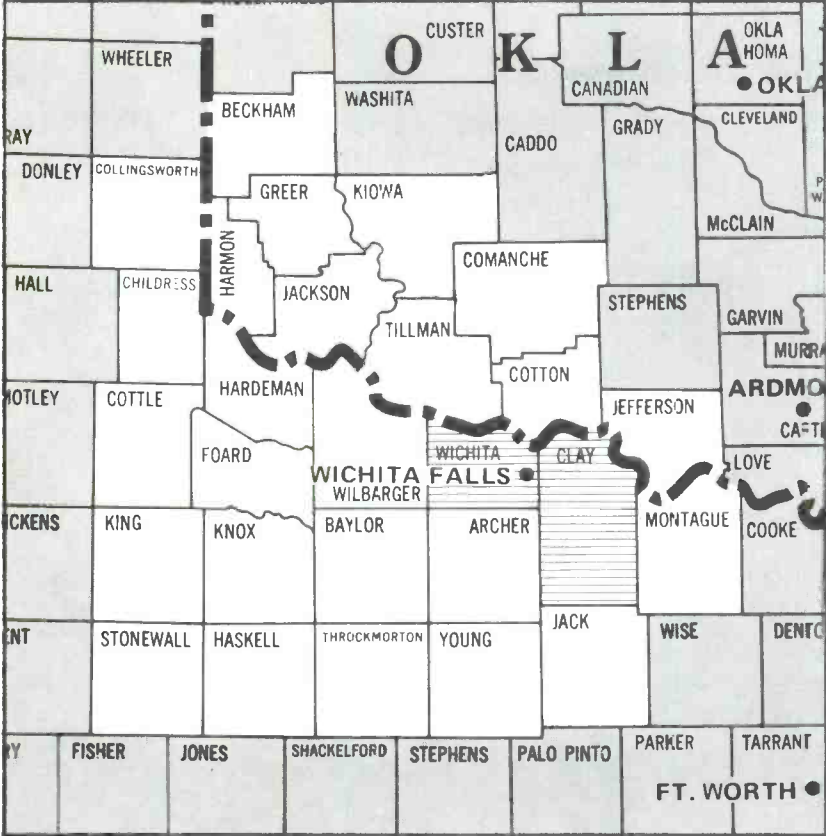
Wichita, KS



SURVEYS SCHEDULED:

April/May

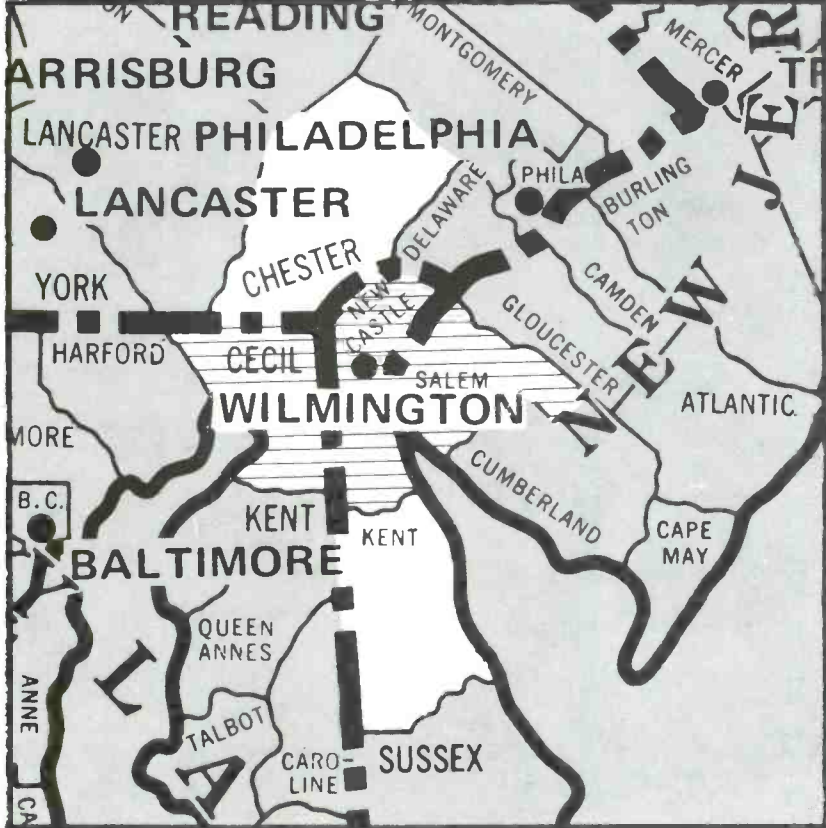
Wichita Falls, TX



SURVEYS SCHEDULED:

April/May

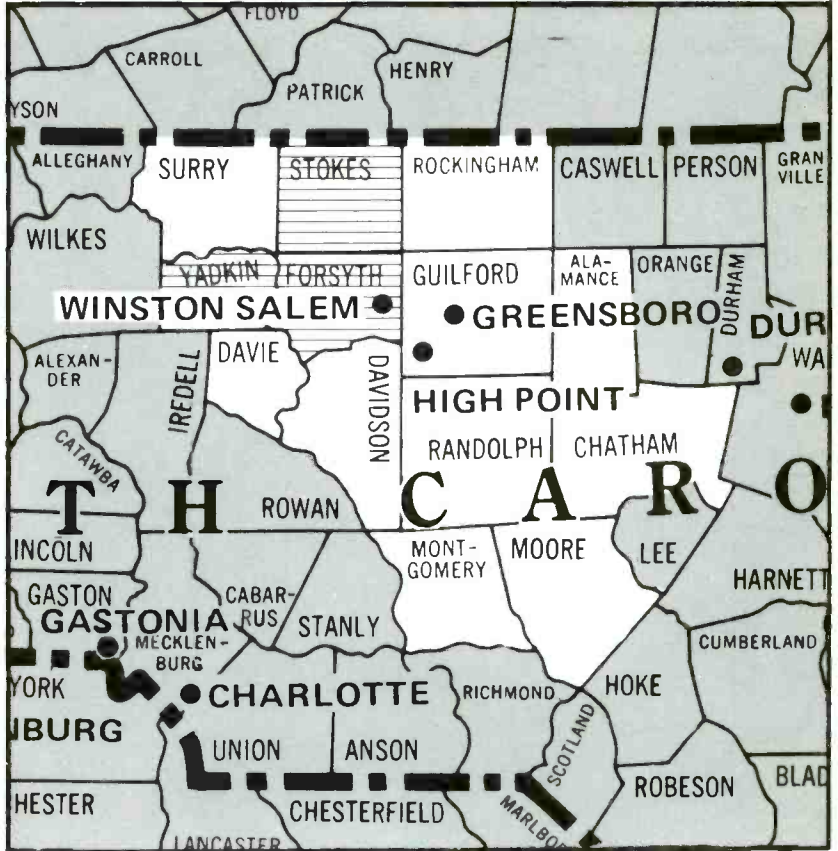
Wilmington, DE



SURVEYS SCHEDULED:

April/May

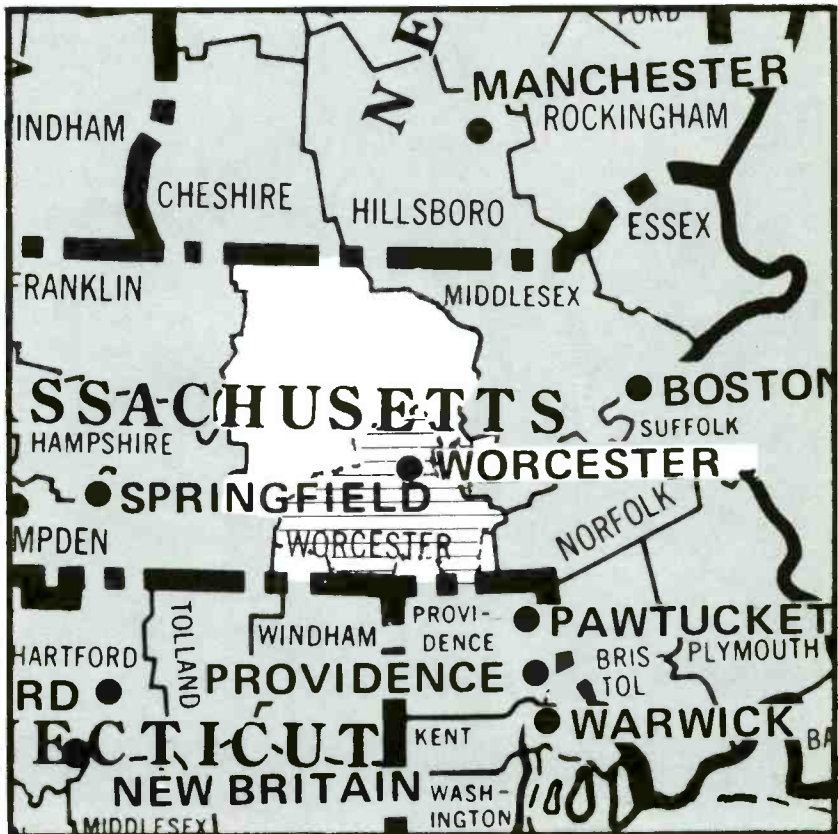
Winston Salem



SURVEYS SCHEDULED:

April/May

Worcester



SURVEYS SCHEDULED:

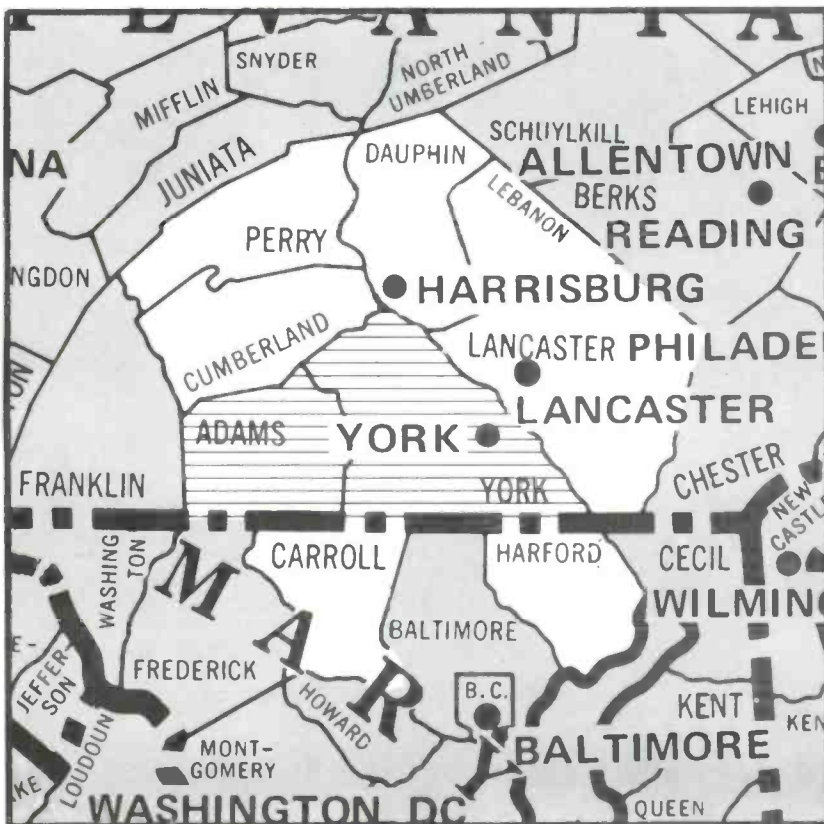
April/May



Yakima

SURVEYS SCHEDULED:

April/May

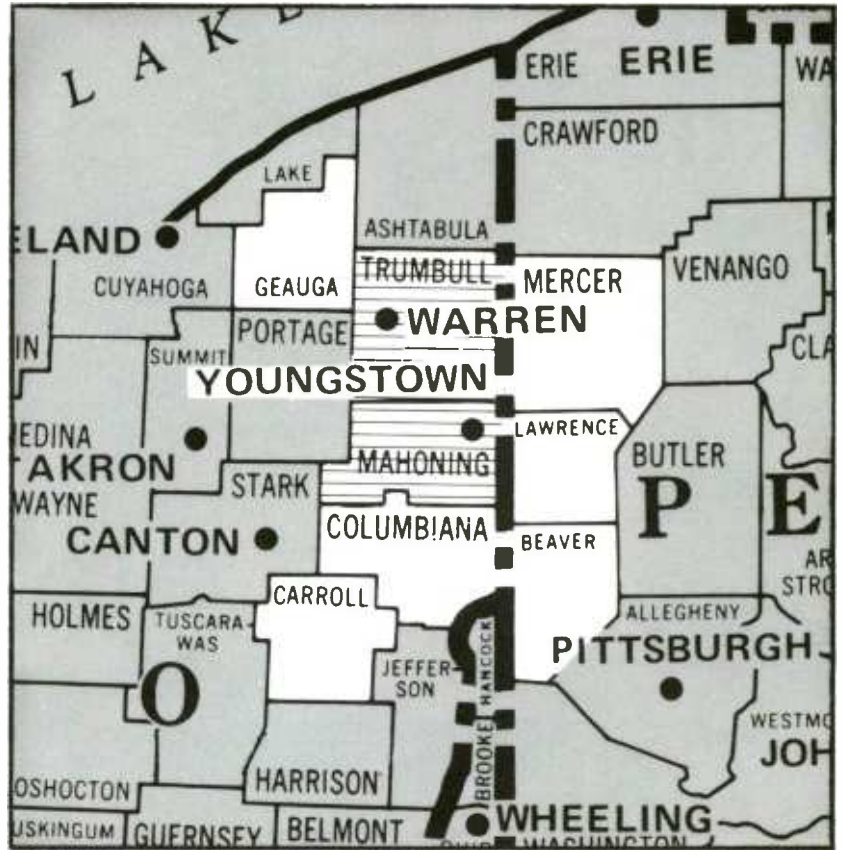


York

SURVEYS SCHEDULED:

April/May

Youngstown- Warren



SURVEYS SCHEDULED:

April/May

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