

RADIO REINTERVIEW STUDIES

*** A PROPOSED SERVICE ***

OBJECTIVES

CONCEPT

MODULES

DELIVERY -- REPORTING

PRICING

STATUS

**ARBITRON RATINGS
RADIO**

RADIO REINTERVIEW STUDIES

CONCEPT:

- STRUCTURED MODULES
- INFORMATION FOCUSED
- TELEPHONE REINTERVIEW
- UNIFORM PRESENTATION
- RAPID DELIVERY AT LOW COST

**ARBITRON RATINGS
RADIO**

RADIO REINTERVIEW STUDIES

THE MODULES:

- SOCIO-ECONOMIC STATUS
- MEDIA INVOLVEMENT
- HOME ENTERTAINMENT/APPLIANCES/FINANCIAL
- TRAVEL
- AUTOMOTIVE/RESTAURANTS
- SHOPPING (CUSTOMIZED TO LOCALE)
- STATION PERCEPTIONS
 - . MUSIC ORIENTATION (CUSTOMIZED BY STATION)
 - . NEWS ORIENTATION (CUSTOMIZED BY STATION)

**ARBITRON RATINGS
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RADIO REINTERVIEW STUDIES

DELIVERY:

- SIX WEEKS AFTER RECEIPT OF CONTRACT WITH
CUSTOMIZING AS MODULES ORDERED REQUIRE

REPORTING:

- TOTAL RESPONDENTS
- HEAVY LISTENERS (ABOVE MEDIAN TSL)
- LIGHT LISTENERS (BELOW MEDIAN TSL)
- MEN 18+
- WOMEN 18+

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RADIO REINTERVIEW STUDIES

PRICING:

-- A SET GRID CARD BASED

NUMBER OF INTERVIEWS (STATION TALO)

NUMBER OF MODULES SELECTED (MAX 4)

PRICE RANGE:

<u>IN-TAB</u>	<u>MODULES</u>	
	<u>1</u>	<u>4</u>
100	\$4,200	\$11,000
500	7,500	20,900

**ARBITRON RATINGS
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RADIO REINTERVIEW STUDIES

STATUS:

- FIRST PROPOSED AT THE ARBITRON WINTER '86 SALES MEETING
- ASKED FOR REVIEW AND FEEDBACK FROM ALL RADIO STATION SALES ACCOUNT EXECUTIVES

EARLY RETURNS INDICATE:

- SERVICE MAY BE USEFUL
- SOME MODIFICATION IN MODULES IS REQUIRED
- ALL RESULTS ARE NOT IN!

**ARBITRON RATINGS
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RADIO REINTERVIEW STUDIES

OBJECTIVES:

- EFFICIENT MEANS TO QUALITATIVE DATA
 BASED ON A STATION'S LISTENERS

- RELATIVE LOW COST

- RELATIVELY RAPID DELIVERY

- HIGH STANDARDS OF QUALITY

**ARBITRON RATINGS
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RADIO REINTERVIEW STUDIES

CAN WE HAVE THE COUNCIL'S
SUGGESTIONS AND COMMENTS?

OR

INDIVIDUAL MEMBERS
SUGGESTIONS AND COMMENTS?

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