

MALE 18-24
PROJECT STATUS

ARBITRON RADIO ADVISORY COUNCIL
MARCH 1986

Ⓢ 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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3/12/86
22-2

ARBITRON RATINGS
RADIO

MALE 18-24

STATUS

- RESULTS BEING TABULATED
- CONCLUSIONS AND RECOMMENDATIONS AVAILABLE JUNE 1986

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22-3

**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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**ARBITRON RATINGS
RADIO**

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3/12/86
21-2

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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**ARBITRON RATINGS
RADIO**

DL
3/12/86
21-3

CURRENT DIARY PAGE

Please start recording your listening on the date shown on the front cover.

Thursday

TIME				STATION				PLACE		
From		To		Fill in station "call letters" (If you don't know them, fill in program name or dial setting)	Check One (✓)		Check One (✓)			
Check One (✓)	AM	PM	Check One (✓)		AM	PM	At Home	Away From Home		
							In a Car	Some Other Place		

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IF YOU DID NOT LISTEN TO RADIO TODAY PLEASE CHECK ✓ HERE

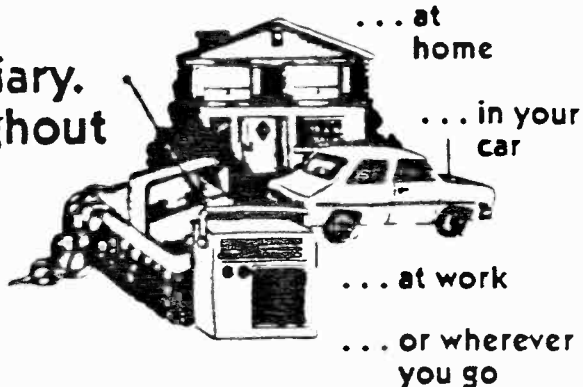
Each time you listen to the radio, please be sure to use a new line, and write in the station "call letters."

**ARBITRON RATINGS
RADIO**

DL
3/12/86
21-4

CURRENT 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 "call letters" of the station you are listening to. If you don't know the call letters, fill in the name of the program — or the dial setting.

Start a new line each time you change stations.

TIME		STATION <small>Fill in station "call letters" if you don't know them. Fill in program name or dial setting.</small>	PLACE	
From	To		Check One (✓)	Check One (✓)
6:40	7:30	WWTM	AM	At Home
10:10	NOON	PIERCE SHOW	FM	In a Car
NOON	4:45	WJL	FM	Some Other Place
6:30	8:30	KADV	FM	At Home
10:50	MID	88.1 ON THE DIAL	FM	In a Car

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

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

5 No Listening All Day?
Any day you do not listen to radio, check the box at the bottom of the page.

IF YOU DID NOT LISTEN TO RADIO TODAY PLEASE CHECK HERE

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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**

DL
3/12/86
21-5

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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**ARBITRON RATINGS
RADIO**

DL
3/12/86
21-6

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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ARBITRON RATINGS
RADIO

DL
3/12/86
21-7

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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**ARBITRON RATINGS
RADIO**

DL
3/12/85
21-8

EMPHASIZED CALL LETTER DIARY PAGE

Please start recording your listening on the date shown on the front cover.

4 Thursday												
TIME						STATION				PLACE		
From			To			Fill in station CALL LETTERS (If you don't know them, fill in program name or dial setting.)		Check One (✓)		Check One (✓)		
Check One (✓)	AM	PM	Check One (✓)	AM	PM	At Home	In a Car	Some Other Place	Away From Home			
AM		PM		FM					AM	FM	In a Car	Some Other Place

PLEASE CHECK HERE IF YOU DID NOT LISTEN TO RADIO TODAY.

Be sure that you have checked either the AM or FM column each time you listen to the radio.

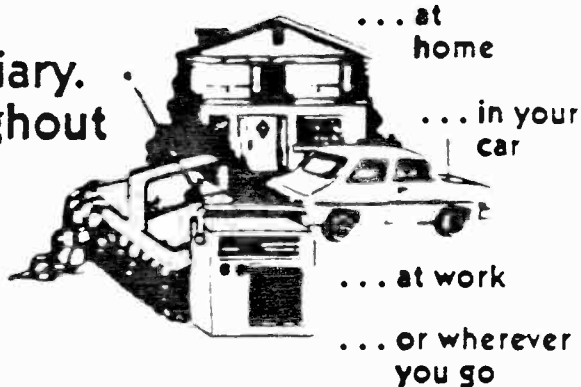
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ARBITRON RATINGS RADIO

DL
3/12/86
21-9

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	
From	To	Fill in box or CALL LETTERS (if you don't know them, fill in program name or dial setting)	Check One (✓)	Check One (✓)
			At Home	In a Car
6:40	7:30	WWTM	✓	✓
10:10	NOON	WJL	✓	✓
NOON	4:45	KADV	✓	✓
6:30	10:30	PIERCE SHOW	✓	✓
10:50	MID	1081 ON THE DIAL	✓	✓
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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3/12/86
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**

DL
3/12/86
21-11

GENERIC DIARY PAGE

Please start recording your listening on the date shown on the front cover.

4 <h2 style="margin: 0;">Thursday</h2>										
TIME					STATION			PLACE		
From			To		Fill in the station.		Check One (✓)		Check One (✓)	
Check One (✓)	AM	PM	Check One (✓)	AM			PM	At Home	Away From Home	
									In a Car	Some Other Place
PLEASE CHECK HERE <input type="checkbox"/> IF YOU DID NOT LISTEN TO RADIO TODAY.										

Be sure that you have checked either the AM or FM column each time you listen to the radio.

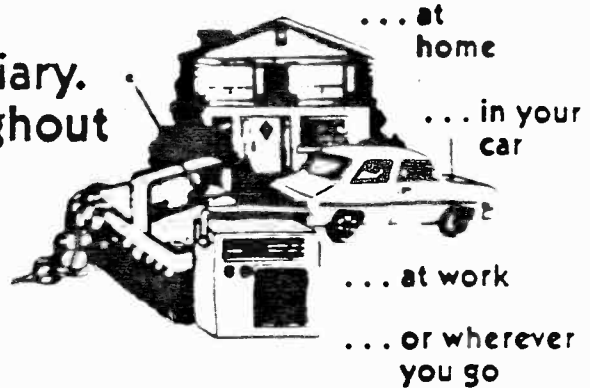
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ARBITRON RATINGS
RADIO

DL
3/12/86
21-12

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		
AM	PM		All Home	In a Car	Some Other Place
6:40	7:30	WWTM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
10:10	NOON	PIERCE SIX	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
NOON	2:45	WJL	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6:30	8:30	KADV	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
10:50	MIDN	106.1 ON THE BEAT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

- 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).

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ARBITRON RATINGS RADIO

DL
3/12/86
21-13

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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ARBITRON RATINGS
RADIO

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3/12/86
21-14

RESPONDENT STATION IDENTIFICATION

CONCLUSIONS

- NEITHER DIARY OFFERS AN IMPROVEMENT TO THE EXISTING INSTRUCTION.
 - HIGHLIGHTED CALL LETTER DIARY REDUCES RESPONSE RATE.
 - GENERIC DIARY INCREASES RESPONSE RATE BUT INCREASES NUMBER OF AMBIGUOUS ENTRIES.
- MANNER IN WHICH IDENTIFICATION IS REQUESTED HAS CONSIDERABLE IMPACT ON QUALITY OF RESPONSE.

RECOMMENDATION

DO NOT CHANGE MEANS OF ELICITING STATION IDENTIFICATION IN THE DIARY.

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**ARBITRON RATINGS
RADIO**

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3/12/86
21-15