## ARBITRON 1974
### RADIO MARKET SURVEY SCHEDULE

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

### SCHEDULE OF SURVEY DATES 1974

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<td>APRIL/MAY</td>
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<td>JULY/AUGUST</td>
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<td>OCTOBER/NOVEMBER</td>
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ARBITRON RADIO

Market Survey Area Guide

April 1974 - January 1975

© 1974 ARB (American Research Bureau), Inc.
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.
Akron

SURVEYS SCHEDULED:
April/May
October/November

Albany-Schenectady-Troy

SURVEYS SCHEDULED:
April/May
October/November
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
SURVEYS SCHEDULED:

- April/May
- October/November
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
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

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
Erie

SURVEYS SCHEDULED:
April/May

Eugene-Springfield

SURVEYS SCHEDULED:
April/May
October/November
SURVEYS SCHEDULED:
April/May

Evansville

Fargo-Moorhead

SURVEYS SCHEDULED:
April/May
SURVEYS SCHEDULED:

Long Term

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

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**Harrisburg**

SURVEYS SCHEDULED:
April/May
Hartford-
New Britain

SURVEYS SCHEDULED:
April/May
October/November

Honolulu

SURVEYS SCHEDULED:
April/May
October/November
SURVEYS SCHEDULED:
April/May
October/November
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
SURVEYS SCHEDULED:
April/May
October/November

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
SURVEYS SCHEDULED:

- **Milwaukee**
  - April/May
  - October/November

- **Minneapolis-St. Paul**
  - 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
SURVEYS SCHEDULED:
April/May

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
SURVEYS SCHEDULED:

San Jose
April / May
October / November

Savannah
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
SURVEYS SCHEDULED:
April/May
October/November
Tampa-St. Petersburg

SURVEYS SCHEDULED:
April/May
October/November

Terre Haute

SURVEYS SCHEDULED:
April/May
SURVEYS SCHEDULED:
April/May
October/November

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
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
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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