RADIO REINTERVIEW STUDIES

*** A PROPOSED SERVICE ***

OBJECTIVES
CONCEPT
MODULES
DELIVERY -- REPORTING
PRICING
STATUS
RADIO REINTERVIEW STUDIES

CONCEPT:

-- STRUCTURED MODULES

-- INFORMATION FOCUSED

-- TELEPHONE REINTERVIEW

-- UNIFORM PRESENTATION

-- RAPID DELIVERY AT LOW COST
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)
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+
RADIO REINTERVIEW STUDIES

PRICING:

-- A SET GRID CARD BASED

NUMBER OF INTERVIEWS (STATION TALO)
NUMBER OF MODULES SELECTED (MAX 4)

PRICE RANGE:

<table>
<thead>
<tr>
<th>Modules</th>
<th>IN-TAB 1</th>
<th>IN-TAB 4</th>
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</thead>
<tbody>
<tr>
<td>100</td>
<td>$4,200</td>
<td>$11,000</td>
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<tr>
<td>500</td>
<td>7,500</td>
<td>20,900</td>
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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!
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
RADIO REINTERVIEW STUDIES

CAN WE HAVE THE COUNCIL'S SUGGESTIONS AND COMMENTS?

OR

INDIVIDUAL MEMBERS SUGGESTIONS AND COMMENTS?