

TELEPHONE RETRIEVAL YIELDS

LOWER

AUDIENCES TO BLACK STATIONS

ETHNIC PROCEDURES TEST

October/November 1977

Black Measurement

OBJECTIVES: Do Arbitron's Telephone Retrieval and Mail
Diary Procedures yield the same estimates among
the same universe?

Are the differences due to . . .

Different response rates (45% mail vs.
75% telephone)

Different interviewing methodologies
(mail vs. telephone)

TEST MARKETS: Norfolk-Portsmouth-Newport News-Hampton Metro-
Atlanta Metro

METHODOLOGY: Three samples:

Telephone retrieval

Standard Mail Diary

Augmented Mail Diary

- Additional call

- Additional premium

RETURN RATES

TR = Telephone Retrieval
AMD = Augmented Mail Diary
SMD = Standard Mail Diary
HDBA = High Density Black Area

| | <u>TR</u> | <u>AMD</u> | <u>SMD</u> |
|-------------------------|-----------|------------|------------|
| HDBA Blacks: | | | |
| Atlanta - Listed | 71.2 | 46.7 | 29.8 |
| Atlanta - Unlisted | 58.8 | 50.2 | 36.4 |
| Norfolk - Listed | 79.2 | 51.6 | 36.0 |
| Norfolk - Unlisted | 71.8 | 39.8 | 42.4 |
| Non-HDBA Blacks: | | | |
| Atlanta - Listed | 62.3 | 50.9 | 37.7 |
| Atlanta - Unlisted | 60.4 | 48.0 | 32.6 |
| Norfolk - Listed | 66.9 | 57.1 | 38.4 |
| Norfolk - Unlisted | 46.4 | 43.8 | 31.3 |

AVERAGE QUARTER HOUR LEVELS

(Persons 12+; 6AM-Mid., Mon.-Sun.)

| | <u>TR</u> | <u>AMD</u> | <u>SMD</u> |
|------------------|-----------|------------|------------|
| HDBA Blacks: | | | |
| Atlanta | 16.2 | 20.9 | 20.7 |
| Norfolk | 15.8 | 18.3 | 19.6 |
| Non-HDBA Blacks: | | | |
| Atlanta | 18.1 | 20.2 | 18.4 |
| Norfolk | 14.8 | 17.9 | 15.4 |
| All Blacks: | | | |
| Atlanta | 17.0 | 20.6 | 20.0 |
| Norfolk | 15.4 | 18.1 | 18.2 |

AVERAGE QUARTER HOUR RATING BY FORMAT

(Persons 12+; 6AM-Mid., Mon.-Sun.)

| | <u>TR</u> | <u>AMD</u> | <u>SMD</u> |
|--------------------------|-----------|------------|------------|
| HDBA Blacks: | | | |
| Atlanta-Contemporary (4) | 3.0 | 2.5 | 2.0 |
| Atlanta-Black (4) | 9.8 | 12.3 | 12.4 |
| WAOK | 5.4 | 5.9 | 5.9 |
| | | | |
| Norfolk-Contemporary (8) | 0.8 | 0.9 | 1.0 |
| Norfolk-Black (3) | 12.1 | 14.6 | 14.6 |
| WOWI | 4.3 | 4.6 | 4.8 |
| | | | |
| Non-HDBA Blacks: | | | |
| Atlanta-Contemporary (4) | 2.6 | 2.1 | 2.6 |
| Atlanta-Black (4) | 10.2 | 10.4 | 11.6 |
| WAOK | 5.8 | 4.8 | 5.3 |
| | | | |
| Norfolk-Contemporary (8) | 0.9 | 1.9 | 0.9 |
| Norfolk-Black (3) | 10.6 | 12.8 | 11.2 |
| WOWI | 5.1 | 5.9 | 5.8 |
| | | | |
| All Blacks: | | | |
| Atlanta-Contemporary (4) | 2.8 | 2.3 | 2.3 |
| Atlanta-Black (4) | 10.0 | 11.5 | 12.1 |
| WAOK | 5.6 | 5.4 | 5.6 |
| | | | |
| Norfolk-Contemporary (8) | 0.8 | 1.4 | 1.0 |
| Norfolk-Black (3) | 11.5 | 13.8 | 13.5 |
| WOWI | 4.6 | 5.2 | 5.1 |

() = No. of stations

ARBITRON RESEARCH

RADIO ETHNIC MEASUREMENT TEST

OBJECTIVES:

Does the telephone retrieval (where an interviewer telephones daily and keeps the diary for the respondent) method and the existing standard diary technique measure the same listening behavior among Blacks? If there are observed differences, is that difference due to response rate or methodology?

METHODOLOGY:

Two test groups were set up -- one for the standard mail diary, the other for a high-response mail diary (augmented with additional premiums and follow-up calls).

Standard procedure calls for telephone retrieval to be used with all households in the High Density Black area (HDBA) and with all Black households in the non-HDBA. All others in the non-HDBA receive standard mail diaries. In the first test group, we reversed the procedures. Standard mail diaries were sent to all HDBA households and to all non-HDBA households identified as Black. All others (Non-HDBA, non-Black) were interviewed by telephone retrieval. In both cases, standard placement procedures were followed.

In the second test group, mail diaries were placed in all HDBA and Black non-HDBA homes using high-response mail diary procedures.

TEST MARKETS:

Metros of Atlanta and Norfolk-Portsmouth-Newport News-Hampton.

SURVEY DATES:

October/November 1977 Radio Survey (Oct. 20 - Nov. 16)

TEST SAMPLES:

Two test samples of households listed in telephone books were drawn in each metro independent of the standard market report samples. Additional unlisted telephone household (ESF) samples were drawn and combined with the listed samples in these proportions: Atlanta, 31.4% unlisted, 68.6% listed; Norfolk, 36.3% unlisted, 63.7% listed.

CONTROL SAMPLE:

Standard market report procedures using Telephone Retrieval in High Density Black Areas and with Blacks.

PROCESSING:

Special market reports were run for 11 different subgroups of the test and control samples in each market. Combinations of variables defined each report: Black or non-Black; HDBA or non-HDBA; and mail, augmented mail or telephone retrieval. Each report was separately sample-balanced and weighted.

ARBITRON RADIO

Chicago is also affected by 1/1/78

*CC. John Hne
JEFF WOODRUFF*

TO: Houston - Station/Clients

DATE: July 11, 1978

FR: Ray Gardella

RE: Ethnic Procedures

Beginning with the Fall 1978 survey the criteria used to qualify a radio market for ethnic procedures and weighting have been changed. Houston qualifies for Spanish controls.

| <u>Spanish</u> | 1/1/78 MSI | |
|-----------------------|---------------|----------------|
| | <u>Number</u> | <u>Percent</u> |
| Houston-Galveston, TX | 193,800 | 9.1% |

Ethnic controls are:

1. A Metro must have 10% of the total population Black of Spanish or 150,000 or more Black or Spanish persons and there must be a United States ethnic programmed station in the metro. The previous rule was 15% of the metro population. A market without an ethnic station must still meet the 20% ethnic criteria as in the past.
2. The annually updated MSI population estimates will now be used to determine the percentage of ethnic population in a Metro. Previously we had used 1970 Census for this determination. Now the most up-to-date population estimates will be used to help in qualifying markets.

Continued.....RECEIVED

JUL 13 1978

WILLARD LOCHRIDGE

Ethnic Procedures
July 11, 1978
Page 2

3. The 35% ethnic population within zip codes remains the critereon for creating High Density Black or Spanish Areas.

ARB/Ethnic

Ethnic Control Criteria

This is to clarify the criteria used for qualifying and identifying HDBA's and HDHA's in Arbitron's Radio Metros.

All *four* of these criteria *must* apply in order to create a new HDBA or HDHA.

1. *Metro* — Must be one of the following:
 - (a) 20% or more black or Hispanic;
 - (b) 10% or more black or Hispanic with a black or Hispanic station;
 - (c) 150,000 black or Hispanic population 12+ with a black or Hispanic station.

2. *Metro County* — Must be one of the following:
 - (a) 20% or more black or Hispanic;
 - (b) 10% or more black or Hispanic with a black or Hispanic station;
 - (c) 150,000 black or Hispanic population 12+ with a black or Hispanic station.

3. County must contain at least one 35% black or Hispanic Zip Code. For Hispanic control, Zip Code must also be contiguous.

4. The HDBA or HDHA quota must be 60 diaries or 10% of the metro quota, whichever is lower.

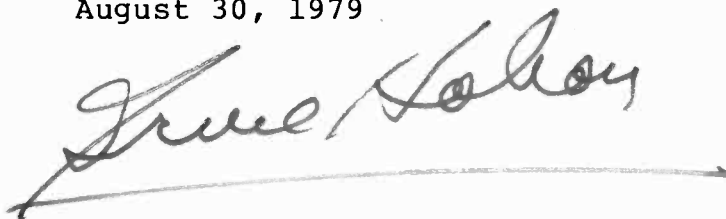
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ARBITRON

THE ARBITRON COMPANY 1350 Avenue of the Americas, New York, New York 10019 (212) 262-5164

Richard E. Logan
Vice President
Radio Station Sales

August 30, 1979



Mr. Ben Hoberman
ABC Radio
1330 Avenue of the Americas
New York, NY 10019

Dear Ben:

I am pleased to send you complimentary copies of Arbitron Radio's Special Research Studies, "Measuring the Black Radio Audience," and "The Non-Response Study." A third research report, "Measuring the Hispanic Radio Audience" will be mailed to you early this Fall.

These Special Research Studies are part of Arbitron's continuing commitment to improve and analyze its measurement of radio audiences. Over two years was spent compiling and analyzing the data for these reports, which we believe contain significant research information on radio measurement.

The Ethnic Studies analyze and compare survey procedures to determine if listening estimates are affected by the type of survey procedure used. "Measuring the Black Radio Audience" investigates the results of utilizing Arbitron's Telephone Retrieval and mail-diary procedures. "Measuring the Hispanic Radio Audience" inspects Arbitron's Personal Placement and Retrieval procedure and the mail diary procedure.

The Non-Response Study sought to determine if audience estimates would differ if the listening records of people who do not respond to the diary were included in Arbitron's radio samples. The study also sought to identify if there were any observed differences in demographic characteristics between those people who respond and those who do not respond in diary surveys.

Arbitron Radio intends to use these studies to evaluate our survey techniques to provide a basis for continued improvements in Radio Measurement. We would appreciate your input as to any suggestions or recommendations you have concerning the research studies' findings.

I hope you will find the Special Research Studies informative and useful for better understanding Arbitron Radio's Measurement Procedures.

Sincerely,

A handwritten signature in cursive script, appearing to read "Nick".

April - May '77 to April - May '78

| | <u>Non-Ethnic Sample</u> | <u>Ethnic</u> | <u>Spanish</u> |
|-------------|--------------------------|---------------|----------------|
| Essex | -34% | +60% | |
| New York | - 4% | +38% | +55% |
| Queens | -34% | + 9% | |
| Hudson | -20% | -11% | |
| Bronx | -15% | -47% | - 8% |
| Westchester | -15% | | |
| Middlesex | -12% | | |
| Monmouth | -17% | | |
| Union | -21% | | |
| Richmond | -18% | | |
| Bergen | - 5% | | |
| Putnam | +185% | | |
| Rockland | +92% | | |

New Ethnic Control Criteria for Fall Survey

Beginning with Fall 1978, 64 markets will qualify for Arbitron's Black ethnic measurement procedures and 20 markets will qualify for Spanish ethnic procedures.

These procedures consist of identification of the race of respondents, telephone retrieval for Blacks, personal placement for Spanish, and weighting by ethnic group.

The new criteria for qualifying a market for ethnic controls include:

- The Metro should have 10% of the total population being Black or Spanish or 150,000 or more Black or Spanish persons.
- There should be a Black or Spanish programmed station in the Metro. If not, the penetration criterion is 20%.
- MSI population estimates (updated annually) will be used to determine the percentage of ethnic population in a Metro.
- Criterion for creating High Density Black or Spanish Areas remains at 35% ethnic population within Zip codes unless no areas achieve that minimum. In such cases a lower penetration level may be used.
- All currently controlled markets have been "grandfathered" so that they continue with controls even though they may not meet the new (or old) criteria.

The Black population will be measured accordingly in the 64 markets listed below for the next survey period they are measured:

| | | |
|----------------------|----------------------------|------------------------------|
| New York | Norfolk-Portsmouth- | Charleston-N. Charleston, SC |
| Los Angeles | Newport News-Hampton | Little Rock-N. Little Rock |
| Chicago | New Orleans | Columbia, SC |
| San Francisco | Columbus, OH | Shreveport |
| Philadelphia | Louisville | Pensacola |
| Detroit | Ft. Lauderdale-Hollywood | Winston-Salem |
| Boston | Memphis | Jackson, MS |
| Washington, DC | Dayton | Augusta, GA |
| Dallas-Ft. Worth | Birmingham | Montgomery |
| Pittsburgh | Nashville-Davidson | Macon |
| Houston-Galveston | Jacksonville | Roanoke |
| St. Louis | Orlando | Columbus, GA |
| Baltimore | Charlotte-Gastonia | Savannah |
| Cleveland | Richmond | Tallahassee |
| Atlanta | Greenville-Spartanburg, SC | Lynchburg |
| Miami | Flint | Fayetteville |
| Tampa-St. Petersburg | Greensboro-High Point | Greenville-New Bern- |
| Milwaukee | Raleigh-Durham | Washington |
| Cincinnati | West Palm Beach-Boca Raton | *Saginaw |
| Buffalo | Baton Rouge | *Huntsville |
| Kansas City | Chattanooga | *Lafayette |
| Indianapolis | Mobile | Beaumont-Port Arthur-Orange |

*New

(Continued)

The Spanish population will be measured accordingly in the 20 markets listed below for the next survey period they are measured.

| | | |
|---------------|---------------------|------------------|
| New York | San Antonio | Corpus Christi |
| Los Angeles | Tucson | Salinas-Seaside- |
| *Chicago | Fresno | Monterey |
| San Francisco | El Paso | Lubbock |
| Miami | Albuquerque | Pueblo |
| Phoenix | McAllen-Brownsville | *Houston |
| San Jose | Bakersfield | *Stockton |

In addition to the above, and effective with the January/February 1979 survey, we will be increasing our minimum number of contacts per Telephone Retrieval household. The current minimum is five contacts. The new minimum is five per household, or two per person, whichever is higher.

These items represent important changes to Arbitron, and will improve the reliability of our estimates.

*New

9/78

American Broadcasting Companies, Inc. Memorandum

Department: Owned AM Radio Stations
To: Willard Lochridge - Al Racco
From: Jeff Woodruff
Date: July 13, 1978
Subject: Mechanical Diary - Ethnic Concerns

Bill:

I've ordered a Harris County mechanical diary for adults 18-44, from the Apr-May report.

It will be available by the time you arrive in New York.

Al:

I've ordered a New York Metro mechanical diary for persons 18-44, from the Apr-May report.

It will be available next week.

From these mechanicals we will segment:

1. Ethnic vs. non-ethnic time spent listening among persons surveyed by telephone.
2. Time spent listening for non-ethnics surveyed by diary vs. non-ethnics surveyed by telephone.
3. Time spent listening for 18-24's, 25-34's, 35-44's, (12-17's) surveyed by telephone vs. those surveyed by diary.

These are our primary concerns:

I'll bet . . .

1. It will be shown that ethnics listeners listen longer than non-ethnics even when polled by the same instrument - weighting bias...unfavorable to us.
2. It will be shown that non-ethnics polled by telephone listen longer than non-ethnics polled by diary - instrument bias...unfavorable to us.

3. It will be shown that younger people polled by telephone listen longer than younger people polled by a diary - instrument bias...unfavorable to us.

We will determine the degree of distortion and the approximate adverse impact of the different methodologies have to our stations.

Contingent upon these findings, we will fashion on ABC position to present to Arbitron.

The cost of the mechanicals is \$450 per station...a \$50 savings to each.

cc: B. Hoban, L. Meilan

3. It will be shown that younger people polled by telephone listen longer than younger people polled by a diary - instrument bias...unfavorable to us.

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