



The Arbitron Radio Listening Diary

WHY THE RADIO DIARY

IS AN EFFECTIVE RESEARCH TOOL

IN THE DIGITAL AGE

THE ARBITRON
RADIO LISTENING
DIARY

Like radio itself, Arbitron's Radio Listening Diary has withstood the test of time. Reliable, portable and user friendly, the diary system has reigned supreme as the most comprehensive and effective method for recording radio listening behavior. While the diary will eventually be replaced in many markets by electronic radio audience measurement, such as the Arbitron Portable People Meter™, it remains the most widely respected radio audience measurement tool.

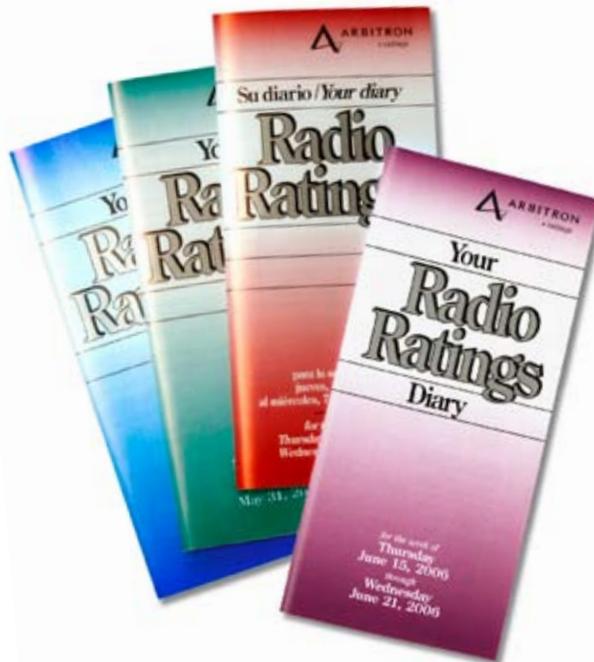
Why the Diary Works So Well

First and foremost, the diary is easy for survey participants to use: The design lends itself to the collection of radio listening over a seven-day period, it is portable, and it has proven to be very user friendly. To ensure that almost anyone can use the diary, instructions are written so that they can be understood by someone with a sixth-grade education. The current design is the result of years of research, including working with the National Association of Broadcasters (NAB) Committee on Local Radio Audience Measurement (COLRAM) and other industry leaders.

And despite its small size and ease of use, the diary collects a lot of information about the people who fill it out. The qualitative questions in the diary, which collect brief demographic and lifestyle data, can be answered

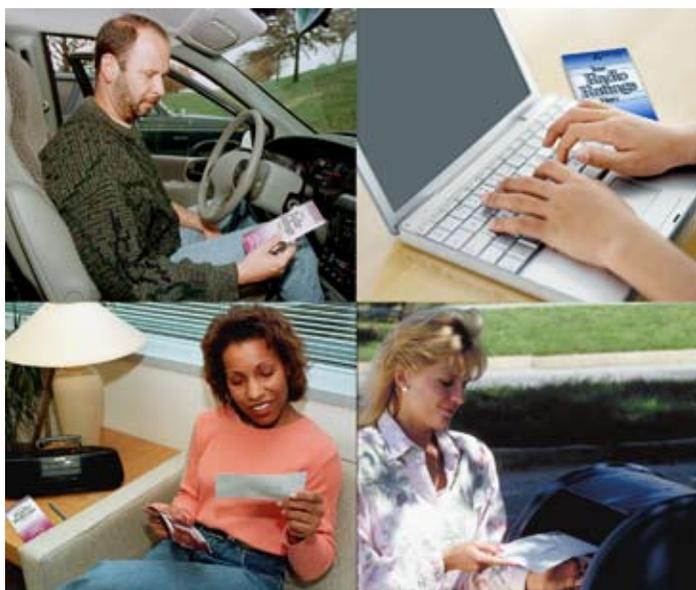
by participants at any time during the survey week and are completed by nearly all diarykeepers. In addition, the diary gives participants the opportunity to include comments about their radio listening, which provides stations with invaluable information on listener perceptions. To ensure effective measurement of the growing Hispanic population, we have a bilingual Spanish-English version of the diary for use in surveying the Hispanic population. It's also important to note that the diary is a relatively inexpensive measurement tool. This affordability means Arbitron can cost-effectively cover smaller markets that might not otherwise be measured.

Even more importantly, no radio research methodology commercially available today surpasses the Radio Listening Diary for dependability. Arbitron diary response rates are in line with other measurement services and many other general-market surveys. That's why the diary continues to reign supreme as the most comprehensive and effective method for recording radio listening behavior.



What Is the Diary?

The Arbitron Radio Listening Diary is a small foldout, pamphlet-style journal. Inside the diary, users find illustrated instructions on how to use the diary, seven journal pages (one for each day of the survey week), a page for comments, several questions on basic demographic information (such as age, sex, race/ethnicity, education, income and household size) and an "Is your diary complete?" checklist. In addition, survey participants in selected smaller markets receive diaries with five extra pages of demographic and lifestyle questions to provide qualitative data unavailable from other market research sources.



Participants are asked to record what radio stations, satellite channels or Internet radio stations they heard and where they were when they heard each one. At the end of the survey week, the participant mails the diary back to Arbitron.

Who Gets to Participate in an Arbitron Survey?

The Arbitron Radio Listening Diary is sent to randomly selected households that consent to participate in an Arbitron survey. Each person 12 years of age or older in the household is eligible to participate in a survey. (Employees of radio and television stations and members of their households are not eligible to participate in an Arbitron survey.)

How Is the Diary Used?

Each member of the household has their own personal diary to keep an account of what radio stations, satellite radio channels or Internet stations they listened to during each day of the week. The information recorded includes the time of day they listened and where they were when they heard the radio station. If they didn't listen to radio at all that day, they simply check a box at the bottom of the page.

The open-ended construction of the diary's day pages allows diarykeepers to record the details of each individual occasion of radio listening. The day page is designed to allow the diary-keeper to easily keep track of:

- Daypart of listening, i.e., "Early Morning," "Midday," "Late Afternoon" or "Night"
- Start and stop times of each listening occasion
- Station identifiers
- Listening location, i.e., "At Home," "In a Car," "At Work" or "Other Place"

Arbitron's survey week begins on a Thursday and ends on a Wednesday. Over the years, Arbitron has documented that this midweek start date not only improves overall diary return rates but also ensures the reliable recording of weekend listening as well as weekday listening.

Diarykeepers are asked to record their radio listening for each day of the survey week. If they did not hear a radio on any given day, they simply mark the box at the bottom of the page.

THURSDAY										
	Time		Station <small>Call letters, dial setting or station name Don't know? Use program name</small>	Mark <input type="checkbox"/> one			Mark <input type="checkbox"/> one			Other Place
	Start	Stop		AM	FM	At Home	In a Car	At Work		
→ Early Morning <small>(from 5 AM)</small>	5 45	7 15	KGTU			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
	7 15	7 40	108.5			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
	9 30	:	KEM	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>	
→ Midday	:	:								
	:	:								
	2 00	:								
→ Late Afternoon	2 15	2 35	Alpha Satellite - Ch 288						<input checked="" type="checkbox"/>	
	4 20	4 25	Internet - WGXP				<input checked="" type="checkbox"/>			
	:	:								
→ Night <small>(to 5 AM Friday)</small>	7 05	9 50	Jo Cauvery Show	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>
	11 30	12 15	Robin 87.5			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
	:	:								

1 If you didn't hear a radio today, please mark here.

The Diary—From the Beginning to the End

Producing the most reliable radio listening estimates is not as simple a process as asking, “What did you listen to today?” There are many steps between the selection of a sampled household and the electronic publication of the Radio Market Report, now known as “Arbitron eBookSM”; nevertheless, the Radio Listening Diary remains the center of the whole process. It is best to think of the diary process in terms of nine separate, yet equally important, steps:

1. Contact

In most cases, the first contact with potential diarykeepers is made by mail. This mailing informs the household of their selection for the survey and alerts them to the phone call they will soon receive from Arbitron. The letter also provides the household the option of consenting online via a secure Web site, if they prefer.

The next contact with each selected household is by telephone. Arbitron’s Interviewing Center places more than four million calls every year to randomly selected households, soliciting their consent to participate in a survey. Prompted by a standardized script, Interviewing Center representatives speak with potential diarykeepers to determine survey eligibility, ask for agreement to participate in the survey and collect selected demographic

information about the household.

Bilingual interviewers in English and Spanish are available when needed.

2. Mailing

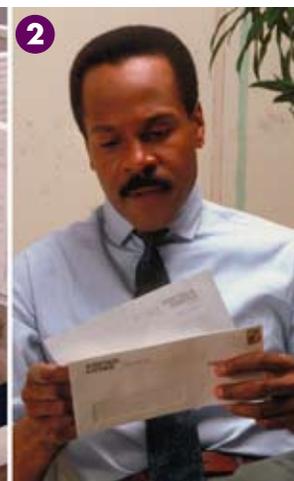
After a household agrees to participate in the survey, a package of survey materials is mailed. The package contains the following key items:

- A seven-day radio listening diary for each eligible member of the household age 12 and over (up to a maximum of nine persons per household) that includes:
 - Easy-to-follow diary instructions
 - Checklist
 - Mailing instructions
- A Q&A brochure about the Arbitron survey
- A thank-you letter for participation
- Cash premiums for each person

Hispanic households receive bilingual Spanish-English diaries and support materials.

3. Survey Week

Arbitron diarykeepers record their radio listening in the diary for one week and send the diary back to Arbitron’s Columbia, MD, facility for processing. For a diary to be tabulated in a survey, the diarykeeper must return the diary soon after the survey week.



The Diary in Arbitron's National Radio Services

Arbitron's Radio Listening Diary is used for our RADAR® and Nationwide services, evaluation tools for network and syndicated radio commercials and programs.

RADAR

RADAR is a national radio ratings service that measures audiences for radio commercials aired on more than 50 radio networks nationwide operated by ABC Radio Networks, American Urban Radio Networks, Crystal Media Networks, Dial Global Radio Networks, Jones MediaAmerica Networks, Premiere Radio Networks and Westwood One Radio Networks. RADAR reports are based on an annual sample of more than 160,000 radio diaries.

RADAR provides the radio network industry with the benefits of larger sample sizes, common audience estimates for local and network buying and selling, and the opportunity to unify software applications to further facilitate buying radio.

Nationwide

Arbitron provides audience estimates for network radio and syndicated programs via our Nationwide service. Nationwide supplies market-by-market and national audience estimates two times a year. Each Nationwide report is based on more than 450,000 diaries.

Beyond the Numbers in the Radio Market Report (the Arbitron eBook)

While there are no universal behavior patterns for the way diarykeepers record listening information, some trends are apparent. Here are a few interesting facts about Arbitron's radio diary/entries:

- Sixty-seven percent (67%) contain a frequency, such as 98.5 or 1500, to identify a station.
- Thirty-one percent (31%) contain call letters, such as WGXP-AM, to identify a station.
- Eighteen percent (18%) contain a station name, such as "98 Rock," to identify a station.
- Two percent (2%) contain program titles, personality names or sports team names.
- The average diary contains 15 entries of listening data.
- In 2006, Arbitron mailed 2.6 million diaries, and more than 1.5 million were processed for inclusion in our sample.
- The following Arbitron services are accredited by the Media Rating Council® (MRC): quarterly Radio Market Reports, Custom Survey Area Reports, County Coverage Service, RADAR Network Radio Service, RADAR PC 2010, Radio Nationwide, MaximiSer®, Media Professional®, and Qualitative Diary Service. The MRC performs annual audits to ensure that accredited services adhere to MRC standards.

The Evolution of the Diary and Its Future

Radio stations, advertising agencies, advertisers and third-party processors across the United States have relied upon Arbitron's market research to report America's radio listening for more than 40 years. To keep pace with changing consumer behavior, technological advancements and the evolving needs of our customers, Arbitron is continually striving to improve our measurement service with research and development in such areas as:

- Maintaining the industry's highest average survey response rates
- Providing sample sizes to reliably measure markets
- Increasing the sample representation of young males
- Maintaining excellent representation of the black and Hispanic populations
- Providing important lifestyle information, such as the zip code of place of employment
- Collecting key demographic data to better describe radio audiences

Arbitron has also launched a series of "Better Measurement" initiatives to remain at the forefront of media audience measurement. Some of these are:

- Plans for reporting additional forms of radio, including public and noncommercial stations, Internet and satellite radio listening in local markets, and the development of HD Radio® reporting standards



- A series of initiatives focused on addressing response rates and proportionality targeted at young adults and other hard-to-reach groups
- An expansion of ethnic procedures to recognize multiethnic households by identifying personal race and ethnicity among individual diarykeepers, and to begin weighting diarykeepers according to language usage
- Plans to begin measurement of cell-phone-only households
- Small market initiatives to reduce the "bounce" in estimates of listening audiences in the nation's smaller markets
- Total Line Reporting, so that audience survey results for stations that are part of 100 percent simulcasts can be reported as a single station

Do You Want to Learn More?

For more information on Arbitron's radio estimates, local Radio Market Reports, client software, technical support or audience measurement methodologies, please contact your Arbitron sales representative or visit the Arbitron Web site at www.arbitron.com.



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