

Using RRC's Listener Focus Pack



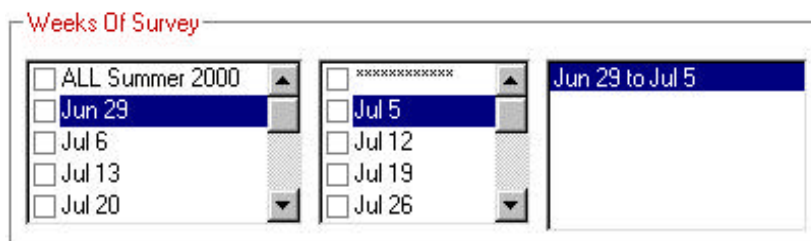
Tip #7: County by County and Weeks of Survey

Weeks of the Survey

Each Arbitron survey is conducted for 12 weeks. Normally, the estimates you analyze are for the average week of the 12-week survey. Sometimes you may want to examine the audience for individual weeks. Why?

1. The station was off the air or operating at low power. You could produce an audience estimate excluding this period.
2. You suspect a news or weather event prevented people from listening. You can compare this period to the rest of the survey.
3. Conversely, the station may have attracted a larger audience during one or more weeks of a survey due to an extraordinary event.

ListenerPC Step-by-Step – Weeks of Survey



- Click **New Request**.
- Click **Market/Survey** and left click on your market and a survey choice.
- Choose the beginning of your custom survey period by clicking a choice from the left-hand box. A check mark appears next to your choice.
- Choose the end of your custom survey period by clicking in right-hand box. A check mark appears next to your choice. Your choices appear as text in a box next to your ending week.
- Choose **Demographics, Geography and Analysis Type**.
- Click **Run Request**.

In the illustration above, we have chosen the first week of the survey. We could have chosen two weeks by making our choice in the right hand box July 12. If you mistakenly overlap weeks, the redundancy will be ignored. Weeks Of Survey estimates are indicative at best since they are not based on a full survey sample and these are RRC, not Arbitron estimates.

County by County

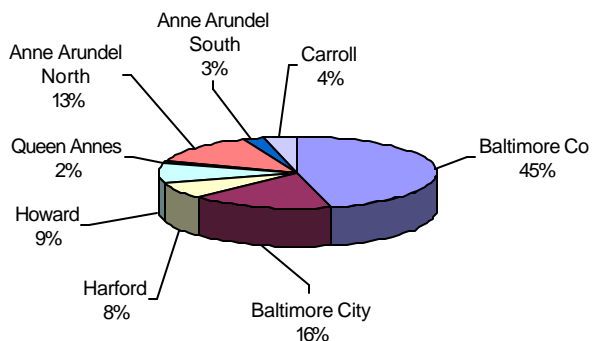
Most of the time, you will use a standard Arbitron geography (Metro, TSA, DMA or Total Market) for your data analysis. However, it is possible to break out the data by county. Page 2 of the Arbitron Market Report displays a map of the standard geographies and counties measured in your market.

ListenerPC Step-by-Step – Counties

- Click **New Request**.
- Click **Market/Survey** and click on your market and a survey choice.
- Click **Geography**.
- Click **Counties** in the **Custom** box.
- Click on the county(ies) of your choice.
- Click **Run Request**.



WBJC-FM, Baltimore
Cume Percent by Metro County, This Survey
Persons 12+, Mon-Sun 6a-12m



Potential Applications:

1. Learn which counties bring you the most listeners. Most of WBJC's Cume is in Baltimore County, Baltimore City and Anne Arundel North.
2. Generate audience estimates based on your station's signal coverage, not a standard Arbitron geography.
3. Target promotions. The audience for a particular program or daypart may be more in one county than another.

It's also possible to look at your audience by zip code. Read Tip #8 to learn how.