

RADAR and Nationwide

A Brief Guide to Understanding Arbitron's National Radio Ratings Services



RADAR®

RADAR (Radio's All Dimension Audience Research) provides a national measurement of radio listening and network audiences. Reports are issued four times a year. The study is based on a probability sample of more than 225,000 respondents, aged 12 and older. These reports are designed to provide estimates of national radio usage and network radio commercial audience during an average week within the United States. The estimates are derived from listening information from Persons 12 years of age and older living in the United States, excluding Alaska and Hawaii (based on Arbitron radio market reports for Diary and PPM™ methodologies). See the RADAR Reference Guide for more information at http://www.arbitron.com/national_radio/home.htm.

The respondent provides 7 days of radio listening. Network station affiliations, as of a specific date, and clearances for two specific weeks are used to compile the network audience estimates. To prepare Network Radio Audience estimates, usage information is merged with clearance data for broadcasts and commercial exposures.

Estimates and ratings include daypart averages and Cumes for standard demographic breaks, and are reported on a national basis. TV DMA® groups, Top 100 individual DMAs, the Census Region and County Size, as well as other socio-economic factors, are also reported. Population estimates for the reported socio-economic and age/sex categories are either based on Census 2000 data updated and projected by Claritas, Inc., developed by Arbitron from the Current Population Survey, or developed by Arbitron based on RADAR sample data.



Nationwide

Nationwide is a national radio audience service that provides information on the size and demographic composition of radio audiences for commercial and public radio networks. The

audience is reported for overall U.S. and for U.S. Designated Market Areas (DMA), and can be generated for various networks and syndicated radio programming based on their affiliate line-ups. Nationwide is issued twice a year, following the Spring and Fall surveys.

Nationwide estimates are based on a sample size of more than 450,000 respondents for each report, covering seven days of radio listening, and are conducted over a 12-week period.

Estimates include overall U.S., individual station and individual DMA daypart average quarter-hour and Cume audience for standard demographic breaks. Nationwide permits users to evaluate radio networks on market-by-market and station-level bases.

The age/sex population estimates shown in the Nationwide reports are used for rating calculations. They are developed by Arbitron based on the weighted Nationwide sample data.

The list of network subscribers to each service is available on the Arbitron Web site.

Some Examples of Using the Nationwide and RADAR Services

- Q** I want to find out how many Men 25-54 were listening across the nation when commercials ran on a particular network. Which service should I use?
- A** RADAR is the only service that measures audiences to cleared commercials.
- Q** How can I determine the audience for this network in the Dallas-Ft. Worth area?
- A** Nationwide enables you to analyze listenership to networks or syndicated shows within all DMAs and at the station level. RADAR provides market- and network-level audience estimates for the Top 100 DMAs.

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- Q** Is it possible to determine the Working Women 25-54 audience to a network?
- A** RADAR provides 109 socio-economic categories, including Working Women.
- Q** I have been given information on a new talk show and told that the estimates will be revised as the affiliates increase. Where do those estimates come from?
- A** The estimates are from the Nationwide service. As more affiliates are added to the lineup, new estimates can be developed to show a growing audience.
- Q** Are the population estimates from RADAR and Nationwide different?
- A** The Nationwide population estimates are larger than the population estimates for RADAR because Nationwide includes Alaska and Hawaii and RADAR excludes those states. For total Persons 12+ in the continental United States, the difference between the population estimates for the two services is 0.1%.

Arbitron National Services Comparagraph

Feature	RADAR	Nationwide
Releases Per Year	4	2
Release Dates	Mar, Jun, Sep, Dec	Mar, Sep
Sample Size	225,000+	450,000+
Sample Type	Rolling 12-Month	12-Week
Summary Data	Yes	Yes
Respondent Data	Yes	No
Populations Estimates	Claritas	Weighted Nationwide Sample Data
Networks	55+ Reported Networks	User Created as Needed
Station Clearances	Yes	No
Audiences to Cleared Commercials	Yes	No
National Audiences	Yes	Yes
DMA-Level Audiences	Top 100 DMAs	All DMAs
Network-Level Audiences	Yes	Yes
Station-Level Audiences	No	Yes
MRC Accredited	Yes, Since 1974	Yes, Since 2005
Software	PC 2010 Software Included	Separate Software Required (Many subscribers use ACT 1 Systems)

RADAR and Nationwide Side-by-Side

RADAR and Nationwide can help you refine your network and national planning and buying. The chart gives you a feature-by-feature comparison of what each service is able to provide.

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