


ARBITRON INTEGRATED RADIO SYSTEMS

Research

Research using Arbitron Integrated Radio Systems (IRS)SM software is incredibly fast. Parameters are fed in directly from the proposal; from there, it's a single click to every ratings report in the system. It couldn't be easier!



The IRS Research system will be another revelation for your sales department. Most "views" or "reports" of research data are visible instantly. Once you've selected the demo, survey and service, just click on the different tabs in the display to see rankers, composition, trends, pricing tables and more. The system is also smart enough to display only your selected estimates, regardless of the report. Setting the basic parameters in Research can also be automatic; if you load IRS Research while a proposal is open, the system automatically uses the demo, survey and geography from the proposal.

In addition to flexible reports, virtually any information in Research can be graphed. The IRS graphing system is extremely flexible, allowing you to create high-impact visuals of your ratings successes. In this graph, the home station is automatically shown in a different color, and the user has control of pitch, depth and angle to create a compelling three-dimensional sales tool.

Rank	Station	ADP Per C	Share	4Q Share	CLM Per	CLM Rating	TR
1	KJCA-FM	51,800	4.5	0.9	191,600	6.2	11.44
2	KOST-FM	46,250	4.0	0.7	844,000	12.6	6.54
3	KJVE-FM	35,000	4.0	0.7	273,500	10.6	6.80
4	KJLA-AM	42,000	3.7	0.6	147,300	5.6	0.20
5	KRTN-FM	42,400	3.7	0.6	390,700	10.3	2.51
6	KJLV-FM	38,000	3.3	0.6	627,300	9.4	7.38
7	KJGG-FM	37,000	3.2	0.5	206,600	6.4	2.38
8	KJQQ-FM	36,700	3.2	0.5	295,100	8.6	2.38
9	KJLQ-FM	36,700	3.2	0.5	295,100	8.6	2.38
10	KJLQ-FM	36,700	3.2	0.5	295,100	8.6	2.38
11	KJLS-FM	33,600	2.9	0.5	111,400	3.6	0.20
12	KJAG-FM	31,600	2.8	0.5	205,700	6.4	2.38
13	KJIS-FM	31,500	2.8	0.5	254,500	7.6	2.38
14	KJVA-FM	28,200	2.5	0.4	145,500	4.6	0.20
15	KJCL-FM	28,200	2.5	0.4	377,100	10.6	2.38
16	KJIS-FM	28,100	2.5	0.4	367,300	10.6	2.38
17	KJLA-FM	27,000	2.4	0.4	518,600	15.6	2.38
18	KJHT-FM	27,000	2.4	0.4	444,800	14.6	2.38

