

# Grow Your Station's Revenue Through the Use of Local Market Consumer Information

## New: Significant Update to Qualitative Diary Service Questions for the Fall 2008 Survey

Did you know that you have access to a wealth of powerful information on the purchasing habits and demographic profile of your audience? It's true! Qualitative Diary Service information is a standard part of Arbitron data in all non-Scarborough-measured markets and is accessible via QUALiTAP<sup>SM</sup> and MaximiSer<sup>®</sup> software.

### Information that helps you get beyond the ranker

With Qualitative Diary data, you can paint a fuller picture of your audience and get beyond the standard ranker. The Qualitative Diary Service includes 27 questions to help you open doors and capture the attention of advertisers. The information covers demographics, purchase intentions, media usage, recreation habits and more.

### Big update for the Fall 2008 survey

In the fast-changing media landscape, relevant information is critical to your success. For the Fall 2008 survey, the Qualitative Diary questions have undergone a significant update. Changes include the addition of four brand-new questions and revisions to nine existing questions.

### Show advertisers why they need to reach your listeners

The update helps ensure that your station is equipped with the information that cuts through with buyers. You can use the information in the Qualitative Diary Service to show advertisers that your listeners:

- Plan to go shopping for a new minivan.
- Spend a lot of money on the Internet.
- Are a good target for political advertising.
- Enjoy visiting casinos.



continued...

## What is in the Qualitative Diary Service?

Here's an overview of what you'll find in the Qualitative Diary Service about your audience—and your competitor's:

### Demographic information:

- Age
- Gender
- Income (UPDATED)
- Education
- Presence of children
- Ethnicity
- Political affiliation (JUST ADDED)
- Employment
- Commuting information, including workplace zip code

### Media habits:

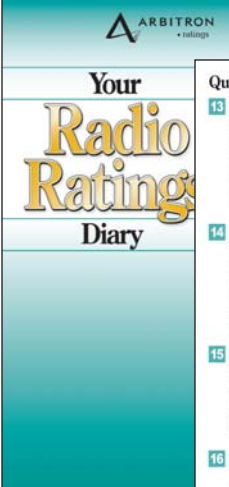
- Newspaper readership, print and online
- Local TV news viewership
- Cable TV viewership, including 27 national channels
- Internet usage (UPDATED)

### Purchases and entertainment:

- Online purchases (JUST ADDED)
- Grocery purchases (UPDATED)
- Beer/wine/liquor consumption (UPDATED)
- Restaurant visits
- Sports event attendance
- Casino visits
- Retail purchases, by store category

### Purchase intentions:

- Real estate purchase intentions (JUST ADDED)
- Automobile purchase intentions (UPDATED)
- Major household items purchase intentions (UPDATED)
- Electronic equipment purchase intentions (UPDATED)



**Quick questions for you**

**13** In the past 7 days, how much time have you yourself spent on the Internet (excluding e-mail)? Mark X, if that apply.

None  
 Less than 5 hours  
 5-9 hours  
 10-19 hours  
 20 hours or more

**14** In the past 12 months, what is the total amount you yourself spent on all purchases made on the Internet? Mark X, if that apply.

None  
 Less than \$250  
 \$250-\$999  
 \$1,000 or more

**15** Please answer only if you are age 21 or older. In the past 7 days, did you yourself drink: Mark X, "yes" or "no" for each.

Beer?  Yes  No  
 Wine?  Yes  No  
 Liquor?  Yes  No

**16** Do you consider yourself a...? Mark X, if that apply.

Democrat  
 Republican  
 Independent  
 None of these

**17** In the past 30 days, how many times have you yourself eaten or bought food at these types of restaurants? Mark X, if that apply.

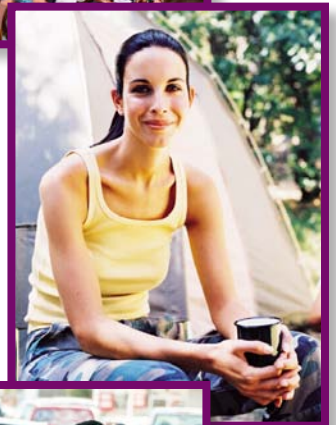
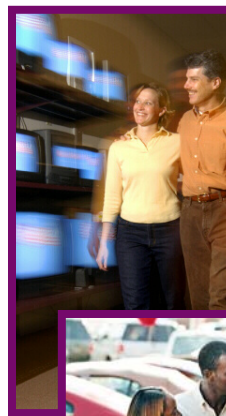
	None	1-4 times	5 or more times
Fast food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sitdown, mid-priced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fine dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**18** In the past 12 months, have you yourself attended at: Mark X, "yes" or "no" for each.

Local sporting event?  Yes  No  
 Casino?  Yes  No

**19** In the past 30 days, have you yourself purchased any items from a/are: Mark X, "yes" or "no" for each.

Home improvement/hardware store?  Yes  No  
 Lawn and garden center?  Yes  No  
 Sporting goods store?  Yes  No  
 Auto parts store?  Yes  No  
 Drugstore/pharmacy?  Yes  No  
 Electronics store?  Yes  No  
 Jewelry store?  Yes  No  
 Department/clothing store?  Yes  No



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