

Radio's Role During a National Crisis

Special Ad Sales Release, November 15, 2001

Topline Findings

- **Americans feel obligated to support the economy.**
Very few Americans have postponed a purchase of any kind because of the crisis. Despite the crisis and a lackluster economy, eight out of 10 Americans envision spending more or the same during the upcoming holiday season.
- **Advertisers should give serious consideration about getting involved in the relief effort.**
This is especially true for retailers catering to a younger consumer. Forty percent of all Americans will support those who support the relief efforts.
- **Listeners support continuing radio contesting.**
Advertisers may want to cosponsor on-air contests.
- **Targeting consumers on radio remains very easy.**
Overwhelming numbers of consumers are still listening to their favorite stations. This is likely the result of stations changing programming during the crisis.
- **Radio did a remarkable job during the crisis.**
It's no wonder that over a third of all Americans report listening to more radio now than they did before the attack on America.

This is especially true for black and Hispanic radio consumers.
- **One in five *music station* listeners participated in their favorite station's fundraising effort.**
This underscores the powerful role local radio plays in the lives of Americans during these troubled times. It also highlights radio's power to promote community.
- **Life is different.**
An overwhelming number of Americans feel "things" have changed forever as a result of the September 11 attack.

As a trusted and immediate source of information, radio is poised for future growth.

Study Background

Prompted by recent attacks on America, Arbitron is undertaking a major study: *Radio's Role During a National Crisis*.

The study is designed for radio station owners, managers, program directors and sales managers. We believe it will also be of great interest to media buyers and encourage their increased use of radio during times of crisis.

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Through analysis of radio listening, listener expectations, and radio's activities since September 11, 2001, the study is designed to:

1. Help radio stations maintain and increase listening during a national crisis
2. Generate information useful in selling ad time during a crisis
3. Promote radio's strengths in serving and supporting the community it serves

This is not about how stations are credited in the Arbitron process. Rather, its purpose is to help radio stations make certain they remain relevant and meet the unique needs of listeners during troubled times.

The goal of the study is to help radio stations move forward with listeners and revenue.

The study involves the reinterviewing, by telephone, of 1,500 diarykeepers who were in the Summer Phase III Survey, Weeks 3 and 4 (Sept. 6-12 and Sept. 13-19). It also includes audio recordings of one-on-one interviews with diarykeepers. And it will include the consensus formed through brainstorming sessions with some of the best radio programming minds and consultants in the nation.

The data collection process has been completed. And before the study is completed and released, a brainstorming session with key industry leaders is scheduled.

However, much of this study pertains to sales, and in the interest of helping radio stations, the Radio Ad Sales Release was extracted and made available to stations.



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