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REPUBLIC RADIO

DATE

November 19, 1985

RE: ARB Ethnic Composition Report

I M P O R T A N T

Beginning with the Spring '85 Report, ARB will be producing a supplemental booklet entitled "Ethnic Composition Report". This report shows the 12+ Hispanic and Black percent of audience for every station for any Metro which qualifies as a High Density Black or Spanish Survey Area. The report will be mailed approximately one month after the market report is issued.

This type of data has been available through AID for several years. To a more limited degree, we previously could also estimate ethnic composition by using TALO's (raw diary counts) which are only available by going to an Arbitron office. In essence, it was either very expensive (AID) or inconvenient (TALO) to get ethnic composition data.

With the continuous issuance of this new report you can be assured ethnic data will now be used more frequently in sales to support or knock out stations in any market that has a high concentration of Blacks or Hispanics.

ARB is probably issuing this report as a teaser to force increased usage of AID, i.e. the Ethnic Composition Report only shows Persons 12+/Mon-Sun 6A-12M and AID is the only way to obtain other demos or dayparts for ethnic composition.

How to use the Ethnic Composition Report

An example of how to read the information contained in the report is available on Page V. After you've read this let's use pages 68-69 in the attached copy. These pages breakout the New York Metro which has both a High Density Black Area and a High Density Hispanic Area.

The report has four columns which show you AQH, % AQH, Cume and % Cume for Total Audience, Blacks and Hispanics.

ARB Ethnic Composition
 New York Metro
 Spring 1985
 Total Persons 12+

	AQH (00)	AQH (%)	CUME (00)	CUME (%)
<u>WRKS-FM</u>				
TOTAL	1595	100	18122	100
BLACK	1104	69	10308	57
HISPANIC	276	17	3267	18
<u>WBLS-FM</u>				
TOTAL	957	100	13714	100
BLACK	761	80	9047	66
HISPANIC	95	10	1793	13
<u>WHTZ-FM</u>				
TOTAL	1751	100	26380	100
BLACK	195	11	3595	14
HISPANIC	283	16	4184	16
<u>WKTU-FM</u>				
TOTAL	591	100	14378	100
BLACK	225	38	4699	33
HISPANIC	133	33	2974	21

In the above example 69% of WRKS's total 12+ audience is Black. WBLS has 80% of its audience being Black. If you wanted to demonstrate which station actually delivers more Blacks, you use the AQH persons column which would show WRKS has 110,400 AQH Blacks while WBLS only has 76,100.

ARB Ethnic Composition
 New York Metro
 Spring 1985
 Total Persons 12+

	AQH (00)	AQH (%)	CUME (00)	CUME (%)
<u>WOR-AM</u>				
TOTAL	1484	100	16741	100
BLACK	113	8	1298	8
HISPANIC	18	1	442	3
<u>WCBS-AM</u>				
TOTAL	1042	100	20546	100
BLACK	139	13	2748	13
HISPANIC	35	3	970	5
<u>WINS-AM</u>				
TOTAL	1223	100	25484	100
BLACK	269	22	5418	21
HISPANIC	118	10	2454	10

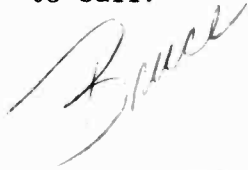
In this example it is to our advantage to show that WINS audience is 22% Black and 10% Hispanic or a total of 32% Ethnic. WOR is only 8% Black and 1% Hispanic or a total of 9% Ethnic.

Note: You may also subtract the Black and Hispanic percentages from the Total line and use the inverse statement that WINS is only 68% Non-Ethnic. Please note that the correct term is "Non-Ethnic", not "White".

Weighted Rankers

You can also produce Rankers using this data. In the same way you would weight a station based on Birch or Scarborough Qualitative Data, you can use Station Option Screen #4 and the Base Commentary Screen to weight the stations and market for the percent of Black or Hispanic audience. Please be sure to label your commentary "Data Weighted using ARB Ethnic Composition Report, Total Persons 12+".

If you have any additional questions or problems, please do not hesitate to call.



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