

# Radio Research \$ells!

Spring 2002 Published by: Bedford Research, a provider of research services to radio stations.

Showcase Your Station With Q-Reports!

Qualitative

## Radio Stations Are Sitting on a Goldmine!

A large number of radio stations are not utilizing their qualitative services as well as they should. Most AE's are too busy to go on an expedition to dig up competitive nuggets. While others are simply not trained in how to do it. More importantly, many stations are missing out on major \$ales opportunities since they don't know all the categories that they excel in.

### How Can Qualitative Help Me \$ell?

When you pitch an advertiser for business, you need to demonstrate that you understand who their consumers are, what drives their purchase intentions and how your station best reaches them. Qualitative helps you better understand an advertiser's customer base and demonstrate the power of your station to reach them.

With qualitative services, you can profile a prospect's customers in great detail—learn where and how often they shop, what they buy, what they plan to buy, when they listen to your station and much more. With competition among media increasing, qualitative helps you go beyond standard age/sex demographics and set your station apart.

## Enhance Your Station's Sales Story - Sell Beyond Your Rating Point With Qualitative!

We have come up with a way to make finding your top qualitative stories easy...via the Q-Report.

The Q-Report is a comprehensive report on **ALL** Scarborough Qualitative profiles (over 295 categories) for your station. This **easy-to-read** report comes bound with a handy index. *(We will deliver it to you in hard copy & in MS Excel.)*

Use it to **easily** pull data for \$ales sheets & client presentations.

**\$\$\$\$ VALUE!! Your AE's will use this report all year!**

Just choose a demo, and give us the names of up to two competitors and we will do the rest. **(\$400 per report! – Each report contains data for up to three stations.)**

### Order Your Q Today!

**\*\*Note:** You must be an Arbitron subscriber to Scarborough & Arbitron's Maximiser software to take advantage of this service. Bedford Research is not affiliated with Arbitron. We are independent consultants that have been granted permission by Arbitron to access data on their clients' behalf.



Bedford Research

T: 949.829.5997 F: 949.829.8062

E: [research@bedfordgrp.com](mailto:research@bedfordgrp.com) W: [bedfordgrp.com](http://bedfordgrp.com)

26741 Portola Parkway, Suite 1E-291, Foothill Ranch, CA 92610

# Radio Research \$ells!

Spring 2002 Published by: Bedford Research, a provider of research services to radio stations.

**Q-Report** - \*Easy-to-Read Report \*Each report covers **ALL Scarborough categories**  
 \*Averages about 160 pages (*depends on the market*) \*Profiles up to three stations, side by side  
 \*You can easily scan columns to find \$ales opportunities!

**YOUR CITY - Feb 2000 - Jan 2001 - (Scarborough)**  
**Demo: 25-54**  
**Population: 8,084,030 Intab: 5680**  
**Mon-Sun 6a-12m**

Category/Product	MARKET		YOUR STATION			COMPETITOR #1		
	Persons	% Comp	Persons	% Comp	Index	Persons	% Comp	Index
<b>Finance:Investments and Stocks</b>								
<b>Investments Household Has</b>								
Bonds	1,087,805	13.5	174,330	21.1	156	196,500	21.8	161
Money Market Funds	1,771,720	21.9	285,845	34.5	158	306,420	34.0	155
Mutual Funds	2,866,005	35.5	416,100	50.3	142	518,560	57.6	162
Second Home or Real Estate Propty	852,960	10.6	156,320	18.9	178	142,230	15.8	149
Stocks or Stock Options	2,657,990	32.9	369,755	44.7	136	471,435	52.4	159
Any Investment	4,788,980	59.2	688,225	83.1	140	725,535	80.6	136
Other Security or Investment	1,646,535	20.4	235,730	28.5	140	247,140	27.5	135
None	3,295,050	40.8	139,710	16.9	41	174,585	19.4	48
<b>Professional Services Used By Hhld Past 12 Mos</b>								
Accountant	1,451,275	18.0	242,445	29.3	163	234,145	26.0	144
Discount Stockbroker	403,330	5.0	64,175	7.8	156	83,900	9.3	186
Employment Agency or Counselor	249,300	3.1	23,580	2.8	90	29,705	3.3	106
Financial Planner	832,215	10.3	106,640	12.9	125	132,250	14.7	143
Full-Service Stockbroker	949,750	11.7	133,905	16.2	138	184,235	20.5	175
Online Investing/Stock Trading	530,065	6.6	88,710	10.7	162	114,760	12.7	192
Online Travel Service	915,805	11.3	134,900	16.3	144	152,975	17.0	150
Personal Injury Attorney	210,690	2.6	20,090	2.4	92	26,230	2.9	112
Real Estate Agent to Buy or Rent	499,395	6.2	61,820	7.5	121	43,455	4.8	77
Real Estate Agent to Sell A Home	237,375	2.9	35,700	4.3	148	38,225	4.2	145
Travel Agent	1,530,495	18.9	227,315	27.5	146	216,045	24.0	127
Other Attorney	828,045	10.2	109,275	13.2	129	125,400	13.9	136
Target Totals	8,084,030	100.0	827,935	100.0	100	900,120	100.0	100

**Bedford Research** is a company that specializes in \$ales research for radio stations and other media. Marcella Nelson, President, has 14 years experience in research within broadcast environments (Research Director for KFWB-AM & KNX-AM in Los Angeles), ad agency (DMB&B) & print (Forbes & Entrepreneur Magazines.) Clients include the Southern California Broadcaster's Association (SCBA), KFWB Newsradio & Infinity Promotions Group. Please visit our website for a complete client list @ [www.bedfordgrp.com](http://www.bedfordgrp.com).



**Bedford Research**  
 T: 949.829.5997 F: 949.829.8062  
 E: [research@bedfordgrp.com](mailto:research@bedfordgrp.com) W: [bedfordgrp.com](http://bedfordgrp.com)  
 26741 Portola Parkway, Suite 1E-291, Foothill Ranch, CA 92610

# Radio Research \$ells!

Spring 2002 Published by: Bedford Research, a provider of research services to radio stations.

## Q-Report Order Form

*(please print)*

Station Call Letter(s): \_\_\_\_\_

Frequency: \_\_\_\_\_  AM  FM

Format: \_\_\_\_\_

Arbitron Market Name: \_\_\_\_\_

Station Website: www. \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_

E-Mail: \_\_\_\_\_

### **Cost: \$400 per report**

*(Cost is per report. Please note that each report contains three stations maximum.  
A 15% discount will be applied for multiple reports ordered. Please submit one order form per report.)*

### **List Up To Two Competitors: (eg; KHOT-FM 102.3)**

1. \_\_\_\_\_ 2. \_\_\_\_\_

**Demo:** \_\_\_\_\_ *(only one demo per report)*

**Geography:** *(Metro/DMA/TSA/FSA, etc.)* \_\_\_\_\_ *(only one geo per report)*

**Signed** \_\_\_\_\_ **Date:** \_\_\_\_\_

*Please fax/mail this sheet to us. Upon receipt, we will forward an Arbitron form that will have to be faxed to them in order to release data from your market to us.*

*Once we receive the data, we will deliver your report within **10 business days**.*

---

Bedford Research

T:949.829.5997 F:949.829.8062

E:research@bedfordgrp.com W:bedfordgrp.com

26741 Portola Parkway, Suite 1E-291, Foothill Ranch, CA 92610

# Radio Research \$ells!

## Q-Report Agreement

### The Fee for this project includes the following:

- Data Access/Download
- Full Scarborough Report Generation (for up to 3 stations)
- File Prep, Data Setup, Formatting, Cleaning, Printing
- Final Q-REPORT Delivery: Hard Copy & MS Excel formatted file

### Terms

**Invoice:**

Client will be invoiced on date of report delivery (Net 30 days).

**Bedford Research is not responsible for any delays due to data clearance.**

Our delivery of final reports (*within 10 business days*) begins the day that we receive data access clearance from Arbitron.

**Bedford Research is not responsible for any delays due to data inconsistencies or software errors**

In the event that there are problems with the data file or if we have to report data inconsistencies to Arbitron, there may be a delay in report delivery. If this issue arises, we will notify the client and will relay any resolution information that we receive from Arbitron.

**Disk Format:**

Reports on disk are provided in IBM formats free of charge upon request. Client will be charged for any requested disk translations (e.g. to MAC format) at a rate of \$10 per disk.

**Express Mail:**

Client will be charged for all express mail delivery at cost. Express mail service will not be dispatched without client's prior authorization.

**Confidentiality:**

Bedford Research acknowledges that any information provided by Client is deemed confidential. In performance of this agreement Bedford Research will not disclose or publish such information without written permission from the Client.

---

Bedford Research

T:949.829.5997 F:949.829.8062

E:research@bedfordgrp.com W:bedfordgrp.com

26741 Portola Parkway, Suite 1E-291, Foothill Ranch, CA 92610