

P. Hall

ARBITRON RATINGS RADIO

Audience Estimates in the
Standard Metropolitan Statistical Area
and TSA for:

Tulsa

Spring 1982

March 18 - June 9

**Arbitron Replication II:
A Study of the Reliability of Radio Ratings**

A more accurate and simplified method for estimating the reliability of Arbitron Radio ratings is introduced in this report. The new procedure, based on a two year study, indicates that Arbitron Radio audience estimates are more reliable than previously suggested by standard error approximation procedures used by the advertising and broadcasting industry.

234 Tulsa
Spring 1982

ARBITRON RATINGS/RADIO

Average Quarter-Hour and Cume Listening Estimates

TULSA
SPRING 1982

MONDAY-SUNDAY
6.00AM-MIDNIGHT

Women

STATION CALL LETTERS	WOMEN 18 +					WOMEN 18-34					WOMEN 18-49					STATION CALL LETTERS	WOMEN 25-49					WOMEN 25-54					WOMEN 35-64										
	TOTAL AREA		METRO SURVEY AREA			TOTAL AREA		METRO SURVEY AREA			TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			TOTAL AREA		METRO SURVEY AREA			TOTAL AREA		METRO SURVEY AREA								
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)		CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.						
KAKC	8	177	7	114	.3	1.4	1	31	1	25	.1	.5	2	83	2	45	.1	.6	KAKC	2	76	2	38	.2	.9	2	76	2	38	.1	.8	4	107	3	54	.3	1.5
KBBJ	23	322	21	271	.8	4.3	3	70	3	64	.3	1.4	5	125	5	112	.3	1.6	KBBJ	4	83	4	76	.3	1.9	5	122	5	108	.3	2.1	14	174	13	149	1.1	6.5
KBEZ	69	795	42	577	1.8	10.1	19	125	17	143	1.6	8.2	30	379	24	281	1.4	7.6	KBEZ	24	324	19	248	1.4	9.0	30	400	22	306	1.5	9.1	34	420	22	305	1.9	11.1
KCFO	28	371	14	271	.7	3.7	19	217	15	172	1.4	7.2	26	287	17	212	1.0	5.4	KCFO	19	210	12	154	.9	5.7	19	220	12	158	.8	4.9	8	98	2	57	.2	1.0
KELI	16	285	15	242	.5	3.1	3	120	3	102	.3	1.4	5	169	5	139	.3	1.6	KELI	4	114	4	90	.3	1.9	5	137	4	107	.3	1.6	4	100	3	79	.3	1.5
*KGTO	9	182	8	152	.3	1.6	5	136	5	118	.5	2.4	8	169	7	142	.4	2.2	*KGTO	7	127	6	107	.5	2.8	7	127	6	107	.4	2.5	3	36	2	24	.2	1.0
KMOD	39	483	30	370	1.1	6.2	32	412	25	323	2.3	12.1	38	451	30	351	1.7	9.5	KMOD	18	189	13	133	1.0	6.1	19	198	13	137	.9	5.3	7	56	5	37	.4	2.5
KMYO	15	171	13	159	.5	2.7	12	140	12	133	1.1	5.8	14	161	12	149	.7	3.8	KMYO	9	93	7	88	.5	3.3	9	93	7	88	.5	2.9	3	31	1	26	.1	.5
*KMYZ	1	13	1	10		.2	1	4	1	4	.1	.5	1	4	1	4	.1	.3	*KMYZ	1	4	1	4	.1	.5	1	4	1	4	.1	.4						
KMYZ FM	2	36	2	36	.1	.4		5		5		.5		10		10			KMYZ FM		10		10				10		10								
TOTAL	3	44	3	40	.1	.6	1	9	1	9	.1	.5	1	14	1	14	.1	.3	TOTAL	1	14	1	14	.1	.5	1	14	1	14	.1	.4						
KRAV	69	900	58	745	2.1	11.9	56	628	47	497	4.3	22.7	65	808	55	661	3.1	17.5	KRAV	34	487	28	414	2.1	13.2	36	523	30	450	2.0	12.3	12	243	10	219	.9	5.0
*KRMG	86	980	77	829	2.8	15.8	10	207	9	185	.8	4.3	30	431	28	390	1.6	8.9	*KRMG	28	368	14	327	2.0	12.3	40	448	38	402	2.6	15.6	47	475	45	415	3.8	22.6
KTFX	40	523	23	269	.8	4.7	19	228	12	110	1.1	5.8	27	401	15	209	.9	4.8	KTFX	20	337	9	174	.7	4.2	24	360	13	187	.9	5.3	17	248	10	144	.9	5.0
KVOO	135	1511	65	705	2.4	13.6	20	348	9	186	.8	4.3	68	777	37	416	2.1	11.7	KVOO	59	598	33	316	2.5	15.6	76	736	38	373	2.6	15.6	91	820	44	401	3.7	22.1
KWEN	79	780	67	648	2.5	13.8	40	411	33	315	3.0	15.9	69	640	59	516	3.4	18.7	KWEN	44	435	37	338	2.8	17.5	48	477	39	374	2.6	16.0	36	327	31	283	2.6	15.6
*KWPR	2	55	2	55	.1	.4		11		11		.5		23		23			*KWPR		19		19				19		19								
KFAB	1	55	1	50		.2	1	25	1	25	.1	.5	1	40	1	40	.1	.3	KFAB	1	33	1	33	.1	.5	1	33	1	33	.1	.4		25		25		
METRO TOTALS	488	2615	17.8				207	1068	19.0				315	1720	17.9			METRO TOTALS	211	1281	16.1				243	1450	16.3				199	1134	16.9				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

TULSA
SPRING 1982

MONDAY-SUNDAY
6.00AM-MIDNIGHT

Adults

STATION CALL LETTERS	ADULTS 18 +						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-54						ADULTS 35-64						
	TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA				TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.							
KAKC	12	279	10	183	.2	1.1	1	49	1	43	.3			4	148	4	97	.1	.7	KAKC	4	141	4	90	.2	.9	4	146	4	95	.1	.8	7	179	5	96	.2	1.3
KBBJ	51	605	49	535	1.0	5.5	4	129	4	123	.2	1.0	11	250	11	227	.3	1.8	KBBJ	10	190	10	173	.4	2.4	14	260	14	232	.5	2.9	29	343	28	304	1.2	7.5	
KBEZ	126	1378	89	972	1.7	10.0	29	315	22	223	1.0	5.7	58	650	44	484	1.3	7.2	KBEZ	51	573	38	429	1.5	8.9	63	719	46	543	1.6	9.6	67	765	48	554	2.1	12.9	
KCFO	44	615	29	451	.6	3.3	26	352	20	275	.9	5.1	39	505	26	375	.8	4.3	KCFO	28	365	18	266	.7	4.2	30	389	20	284	.7	4.2	17	202	8	134	.4	2.1	
KELI	25	583	23	513	.4	2.6	6	230	6	212	.3	1.5	11	414	11	365	.3	1.8	KELI	9	333	9	290	.3	2.1	10	356	9	307	.3	1.9	9	268	8	224	.4	2.1	
*KGTO	29	384	24	335	.5	2.7	23	307	19	276	.9	4.9	28	366	23	320	.7	3.8	*KGTO	20	262	15	223	.6	3.5	20	262	15	223	.5	3.1	5	67	4	49	.2	1.1	
KMOD	97	1110	76	854	1.5	8.5	87	969	68	749	3.2	17.5	95	1043	75	808	2.2	12.4	KMOD	43	451	34	353	1.3	8.0	44	464	34	357	1.2	7.1	10	116	8	85	.4	2.1	
KMYO	25	321	23	309	.4	2.6	17	245	17	238	.8	4.4	23	305	21	293	.6	3.5	KMYO	16	205	14	200	.5	3.3	16	205	14	200	.5	2.9	8	76	6	71	.3	1.6	
*KMYZ	1	18	1	10		.1	1	4	1	4		.3	1	9	1	4		.2	*KMYZ	1	9	1	4		.2	1	9	1	4		.2	1	5					
KMYZ FM	3	46	3	45	.1	.3	5	5	5	5			1	15	1	15		.2	KMYZ FM	1	15	1	15		.2	1	15	1	15		.2	1	15	1	15		.3	
TOTAL	4	59	4	50	.1	.4	1	9	1	9		.3	2	24	2	19	.1	.4	TOTAL	2	24	2	19	.1	.4	2	24	2	19	.1	.4	1	20	1	15		.3	
KRAV	119	1580	103	1289	2.0	11.6	100	1157	85	906	4.1	22.1	115	1474	100	1197	2.9	16.5	KRAV	69	954	59	812	2.3	13.9	71	1020	61	848	2.1	12.8	18	383	16	349	.7	4.3	
*KRMG	134	1841	118	1535	2.3	13.2	20	404	17	341	.8	4.4	55	898	48	789	1.4	7.9	*KRMG	51	793	45	674	1.7	10.6	66	940	59	813	2.0	12.4	76	990	70	841	3.1	18.8	
KTFX	83	999	42	495	.8	4.7	40	459	20	209	.9	5.1	63	802	29	404	.8	4.8	KTFX	44	634	21	332	.8	4.9	49	680	26	359	.9	5.5	39	476	21	274	.9	5.6	
KVOO	261	2965	137	1455	2.7	15.4	47	776	25	416	1.2	6.4	137	1620	80	890	2.3	13.2	KVOO	116	1243	69	659	2.7	16.2	149	1543	81	801	2.8	17.0	168	1624	87	818	3.9	23.3	
KWEN	137	1410	113	1123	2.2	12.7	77	753	60	560	2.8	15.4	120	1169	99	914	2.9	16.3	KWEN	72	793	61	619	2.4	14.4	77	852	64	672	2.2	13.4	53	553	46	477	2.0	12.3	
*KWPR	3	92	3	92	.1	.3	21	21	21	21			39	39	39	39			*KWPR	29	29	29	29			32	32	32	32			34	34	34	34			
KFAB	1	72	1	62		.1	1	32	1	32		.3	1	47	1	47		.2	KFAB	1	40	1	40		.2	1	45	1	45		.2	30	30	30	30			
METRO TOTALS	891		4952		17.3		389		2091		16.3		607		3359		17.7		425		2523		16.4		477		2646		16.3		373		2175		16.5			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

TULSA
SPRING 1982

MONDAY-SUNDAY
6.00AM-MIDNIGHT

STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						MEN 35-64							
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		
KAKC	4	102	3	69	.1	.7	18	18			2	65	2	52	.1	.7	KAKC	2	65	2	52	.2	.9	2	70	2	57	.1	.9	3	72	2	42	.2	1.1				
KBBJ	28	283	28	265	1.2	6.9	1	59	1	59	.1	.5	6	125	6	115	.4	2.1	KBBJ	6	107	6	97	.5	2.8	9	138	9	124	.6	3.8	15	169	15	155	1.4	8.6		
KBEZ	57	580	40	395	1.7	9.9	10	120	5	80	.5	1.7	28	271	20	203	1.2	4.8	KBEZ	27	249	19	181	1.5	8.9	33	319	24	237	1.7	10.3	33	345	26	249	2.4	14.9		
KCFO	16	244	11	180	.5	2.7	7	135	5	103	.5	1.7	13	218	9	163	.5	3.1	KCFO	9	155	6	112	.5	2.8	11	169	8	126	.6	3.4	9	104	6	77	.6	3.4		
KELI	9	298	8	271	.3	2.0	3	110	3	110	.3	1.6	6	245	6	226	.4	2.1	KELI	5	219	5	200	.4	2.3	5	219	5	200	.3	2.1	5	168	5	145	.5	2.9		
*KGTO	20	202	16	183	.7	4.0	16	171	14	158	1.4	7.7	20	197	16	178	1.0	5.5	*KGTO	13	135	9	116	.7	4.2	13	135	9	116	.6	3.8	2	31	2	25	.2	1.1		
KMOD	58	627	48	464	1.9	11.4	55	557	43	426	4.2	13.6	57	592	45	457	2.7	15.4	KMOD	25	262	21	220	1.7	9.9	25	266	21	220	1.5	9.0	3	60	3	48	.3	1.7		
KMYO	10	150	10	150	.4	2.5	5	105	5	105	.5	1.7	9	144	9	144	.5	3.1	KMYO	7	112	7	112	.6	3.3	7	112	7	112	.5	3.0	5	45	5	45	.5	2.9		
*KMYZ KMYZ FM TOTAL	1 1	5 10 15	1 1	10 10	.2 .2							1 1	5 10	1 1	5 10	.1 .1	.3 .3	*KMYZ KMYZ FM TOTAL	1 1	5 10	1 1	5 10	.1 .1	.5 .5	1 1	5 10	1 1	5 10	.1 .1	.4 .4	1 1	10 15	1 1	10 15	.1 .1	.6 .6			
KRAV	50	680	45	544	1.9	11.1	44	529	39	409	3.8	21.4	50	666	45	536	2.7	15.4	KRAV	35	497	31	398	2.4	14.6	35	497	31	398	2.2	13.2	6	140	6	130	.6	3.4		
*KRMG	48	861	41	706	1.7	10.1	10	197	8	156	.8	4.4	25	467	20	379	1.2	6.8	*KRMG	23	425	19	347	1.5	8.9	26	492	21	411	1.5	9.0	29	515	25	426	2.3	14.4		
KTFX	43	476	19	229	.8	4.7	21	231	8	99	.8	4.4	36	401	14	195	.8	4.8	KTFX	24	297	12	158	.9	5.6	25	320	13	172	.9	5.6	22	228	11	130	1.0	6.3		
KVOO	126	1454	71	750	2.9	17.5	27	428	16	230	1.6	8.8	69	843	43	474	2.6	14.7	KVOO	57	645	36	343	2.8	16.9	73	807	43	428	3.0	18.4	77	804	43	417	4.0	24.7		
KWEN	58	620	48	475	1.9	11.4	37	352	27	245	2.6	14.8	51	529	40	398	2.4	13.7	KWEN	28	358	24	281	1.9	11.3	29	375	25	298	1.7	10.7	17	226	15	194	1.4	8.6		
*KWPR	1	37	1	37		.2	10	10		10			16	16		16			*KWPR	10		10			13		13			16		16							
KFAB		17		12			7	7		7			7	7		7			KFAB		7		7				12		12			5	5						
METRO TOTALS	425	2337	16.8				METRO TOTALS	182	1023	17.7			METRO TOTALS	292	1639	17.5			METRO TOTALS	213	1242	16.8			METRO TOTALS	234	1396	16.3					METRO TOTALS	174	1041	16.1			

Men

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.