

Rule #11: View the data with skepticism

This rule isn't a slam at Arbitron, the meter, or the methodology. This rule is a reality of all research you receive and digest. Who is in the sample? What are the sample sizes? To what degree, if any, are the data weighted? How should I internalize and interpret these data? Interep CEO Dave Kennedy, who holds a doctorate degree in research, has always preached, "View all research with skepticism."

It's imperative that you know and then communicate through your station's selling habits that you understand the sample. In light of the new panel methodology Arbitron is using, you must also know how panels work and how the panel in your market is working. You simply can't afford to not know.

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Inspired by David Kennedy, CEO Interep

Sample Strategies:

Hold Arbitron to the fire until they deliver a consistent and replicatable sample week after week.

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