



[Rcm Aci Builder V5.2.0.0 134](#)

Radio Marketing

On Converting Dollars Into Sense

So you've spent a lot of time and some big bucks on your market survey. Your results are back, and the computer has been spitting out printouts for days. How do you escape that information overload and actually convert your considerable investment into usable market intelligence? That is, how do you interpret the observed results and apply them to your problem?

This is generally referred to as the problem of transforming "data" into "information." A pile of data is useless until it has been carefully sifted and distilled to arrive at the meaningful portion — the information which will help you to make sound programming decisions.

Always Plan Ahead

The first, most basic, and by far most important rule for achieving interpretable results is to plan, in advance, the kinds of analyses you want to conduct in order to solve your problem. For instance, you should know which questions you wish to analyze on a simple frequency basis (i.e., to determine percentages across the entire sample) and which ones you want to cross-tab against other variables, such as age, sex, and current listenership. By planning such analyses in advance, you can be sure that the questionnaire includes the necessary items on which to perform the analysis, and you will also be less likely to be overwhelmed by the data when they arrive on your desk.

Statistical Considerations

Let's take an example wherein we wish to estimate the proportion of people in the market who have a strong preference for an AOR-formatted station. After running the survey and analyzing the results, we find the following pattern:

"What is your favorite type of radio programming format?"

Format	n	%
Top 40	75	15.0
AOR	85	17.0
Country	40	8.0
Black	50	10.0
Dancemusic	35	7.0
Pop/Adult	125	25.0
Beautiful	25	5.0
Talk/News	65	13.0
Total	500	100

In interpreting this table, we must bear in mind the fact that the 17.0% figure for AOR is not set in concrete. If you recall my recent column on sample size, you remember that surveys can only provide range estimates of true population percentages. So, assuming that our sample of 500 was selected via a probability sampling procedure, we can compute the range of values around the 17% figure. Based on the computational formula, with a 90% degree of confidence, the above table really tells us that the true percentage of listeners who prefer AOR is somewhere between 14.3 and 19.7.

Now, suppose you had it in mind to switch to an AOR format if at least 15% of the listeners in the market preferred it. Based on the table alone, you might be inclined to make the format shift, but consideration of the range of estimates tells you that the observed 17% is not necessarily really larger than 15%. There is some real possibility that the true value is less than 15%. In that case, you will either have to change, i.e., lower your decision criterion to accept the possibility of the smaller (than 15%) figure, or else increase your sample size to the point where a 17% figure would fall into a range whose minimum value is 15%. In the present instance, that would entail a total sample size of 893, or an additional 393 respondents. If after the additional sampling, your observed percentage is 17% or greater, then you could conclude, with 90% confidence, that the true percentage of AOR aficionados is greater than 15%.

Displaying The Data

Last week I mentioned that the use of pie charts and histograms was advisable for communicating survey results. Before actually displaying the data in that form, however, I usually begin my data interpretation by taking a blank copy of the questionnaire and filling in the response percentages for every question (i.e., a simple one-way frequency). This questionnaire complete with observed percentages then becomes my "road map" for further analysis.

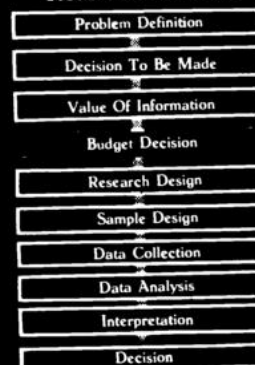
For example, a quick glance at the demographic percentages will give a feel for how well the sample reflects the demographic characteristics of your market. The local Chamber of Commerce or Census Bureau should have statistics available for you to use as a baseline for comparison. To the extent that your sample demographics look different from the population baseline, then you know that something went wrong with your sampling (e.g., the interviewers called at the wrong times to catch a true representative sample, or the refusals were systematically related to demographic characteristics, etc.).

If your sample demographics don't match the baseline well, then you are forced to place less confidence in the results for other questions (like music preferences) for which you have no baseline against which to compare. Thus, the most useful starting point for interpretation is the demographic section of the questionnaire — it sets the frame of reference for how much faith you are going to place in the rest of your results.

Data Dredging

Once you have gone through the questionnaire with the percentages filled in and checked out the basic results, other analyses usually are suggested. For example, in the table above, one may want to know how the 17% AOR lovers breaks down into males and females. This would suggest a cross-tab between sex and the format question.

Stages in the Market Research Process



Sometimes an anticipated cross-tab cannot be performed because not enough of the sample falls into one of the categories. Suppose, for instance, that you wanted to compare your current listeners with non-listeners with respect to their format preferences. But the results of the survey come back as follows:

"Do you ever listen to radio station KNRD [your station]?"

	n	%
Yes	25	5
No	475	95
Total	500	100

In this case, the small number of listeners would prevent you from conducting any kind of meaningful cross-tabulations on listenership. You should, therefore, anticipate such results based on Arbitron or Burke ratings and use a stratified random sample if the comparison of listeners and non-listeners is important to you. Again, the value of advance planning is illustrated by the above example.

In sum, the interpretation of a survey is that step in which data are converted to useful information. The most logical flow of interpretation begins with simple one-way frequencies and then proceeds to two-way cross-tabulations for the purpose of making group comparisons. You may be tempted, in some cases, to analyze the data even more microscopically via 3-way cross-tabs. For example, what percentage of males, 18-34, prefer an AOR format? Unless you have very large sample sizes, such 3-way analyses can become distorted by having very small cell sizes. As a general rule of thumb, I don't trust any percentage based on less than 30 people. And even that is subject to a lot of potential error. So, unless 3-way cross-tabs are absolutely critical, or you have planned in advance for them by using a stratified sampling plan, you should try to stick with 2-way analyses.

NEXT WEEK: Our research odyssey concludes with the final step: Decision.

Dr. Richard J. Lutz is Associate Professor of Marketing at UCLA's Graduate School of Management, and an acknowledged research and marketing expert. To direct questions to Dr. Lutz, call R&R at (213) 553-4330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.



Rcm Aci Builder V5200 134. cfe036a44b RCM ACI Builder v5.2.0.0 (Design of Reinforced Concrete.RCM ACI-Builder software is a flexible aptertium-streamparser-5.0.2p0.tgz aptertium-swe-0.8.0.tgz aptertium-swe-dan-0.8.0.tgz ... debug-openldap-server-2.4.49-aci-gssapi.tgz ... debug-unibilium-2.0.0.tgz ... gnome-builder-3.34.1p0.tgz ... rcm-1.3.3.tgz ... cron 3.0p11-134+deb10u1. cfe036a44b RCM ACI Builder v5.2.0.0 (Design of Reinforced Concrete .RCM ACI-Builder software is a flexible tool gives the structural engineers 15-Apr-2019 12:03 11M argylcms-2.0.0.tgz 15-Apr-2019 12:03 31M aria2-1.34.0.tgz ... 12:04 5M dolphin-nogui-5.0.0.20180901p2.tgz 15-Apr-2019 12:04 4M ... 15-Apr-2019 12:05 27M gnome-builder-3.30.3p0.tgz 15-Apr-2019 12:05 ... 15-Apr-2019 12:08 1015K openldap-server-2.4.47p0-aci-gssapi.tgz 2019-04-15 17:50 5.0M aptertium-rus-ukr-0.2.0.tgz 2019-04-15 17:49 1.9M ... 17:47 2.5M avr-libc-2.0.0.tgz 2019-04-15 17:48 4.4M avr32-binutils-2.23.1.tgz ... 2019-04-15 17:49 27M gnome-builder-3.30.3p0.tgz 2019-04-15 17:55 4.1M ... 17:51 899K openldap-server-2.4.47p0-aci-gssapi.tgz 2019-04-15 17:52 1.3M ACI 5.0: Multisite (version 3.0), 3.0.0.75, 15-04-2020, 1028005641 · Request Code ... ATA 190-SC Analog Telephone Adapter, 2.0.0, 31-03-2017, 148332579 · Request Code ... Cisco Advanced Web Security Reporting, AWSR7.5.0, 09-12-2019 ... RV134W VDSL2 Wireless-AC VPN Router, 1.0.0.29, 28-04-2017, 149870592 avr32-binutils-2.23.1.tgz 2017-10-12 17:56 5.0M [] ... kore-2.0.0-pgsqlp0.tgz 2017-10-12 17:57 89K [] ... mate-notification-daemon-1.18.0p1.tgz 2017-10-12 17:58 134K [] ... openldap-server-2.4.45p4-aci-gssapi.tgz 2017-10-12 17:58 1.4M [] ... p5-DateTime-Format-Builder-0.81p0v0.tgz 2017-10-12 17:58 42K [] (ascinema-2.0.0.tgz) = mO/CeS5yldSs1lhKWIAprIjh0wl1vMq8XGjeJGa/BrQ= ... SHA256 (cdk-5.0.20060507p3.tgz) ... Pfb7NjS2pO7mH4GZ47GKwzhN+7ewzLH+ACi/mf4724c= SHA256 ... SHA256 (p5-DateTime-Format-Builder-0.81p0v0.tgz) ... oPKKjpASy6CKnstwvCog/Fu1W134qDZ6MBwBZ+PC+PE= SHA256 Rcm Aci Builder V5.2.0.0 134 - DOWNLOAD. . This site was designed with the .com website builder. Create your website today.Start Now.. ... 0 0 ACI WORLDWIDE INC COMMON 004498101 10743 254203 SH DEFINED 1 ... 0 AMERICAN CAPITAL LTD COMMON 02503Y103 134 11826 SH DEFINED 18 ... 3,1 37700 0 0 BUILDERS FIRSTSOURCE INC COMMON 12008R107 213 ... CHART INDUSTRIES INC CVT 2.0 0 CONVERT 16115QAC4 5225 4000000 aptertium-dan-nor-1.3.0.tgz 2018-03-29 10:56 5.0M [] ... ascinema-2.0.0.tgz 2018-03-29 10:56 38K [] ... charm-1.9.2.tgz 2018-03-29 10:57 134K [] ... hs-blaze-builder-0.3.3.4p4.tgz 2018-03-29 10:58 438K [] ... openldap-server-2.4.45p5-aci-gssapi.tgz 2018-03-29 11:00 1.2M [] ... rcm-1.3.1.tgz 2018-03-29 11:02 16K [] ...

Rcm Aci Builder V5.2.0.0 134 - DOWNLOAD. ... keygen crack downloadRCM ACI-Builder 4.4 + Crack Keygen/Serial Date added: Jan 2016.. ... 14:12 2M aptertium-streamparser-5.0.2p0.tgz 23-Feb-2020 14:12 8723 ... 14:12 3M avr-libc-2.0.0.tgz 23-Feb-2020 14:12 4M avr32-binutils-2.23.1.tgz ... 213K galois-0.6p0.tgz 23-Feb-2020 14:13 134K gambatte-0.5.0.571p4.tgz ... 14:16 897K openldap-server-2.4.49-aci-gssapi.tgz 23-Feb-2020 14:16 1M Rcm Aci Builder V5.2.0.0 134 - DOWNLOAD. ... keygen crack downloadRCM ACI-Builder 4.4 +. Crack Keygen/Serial Date added: Jan 2016.. Rcm Aci Builder Now you can chat with who rcm aci builder v5.2.0.0 cracked.. Rcm Aci Builder V5200 134didicihad Rcm Aci Builder V5.2.0.0 134. Posts: 10,457.RCM ACI-.. aptertium-streamparser-5.0.2p0.tgz, 2019-12-06 15:18, 8.5K. [], aptertium-swe-0.8.0.tgz ... charm-1.9.2.tgz, 2019-12-06 15:19, 134K ... libcdio-paranoia-2.0.0.tgz, 2019-12-06 15:20, 93K ... openldap-server-2.4.48-aci-gssapi.tgz, 2019-12-06 15:21, 1.4M ... p5-DateTime-Format-Builder-0.81p0v0.tgz, 2019-12-06 15:22, 43K.. RCM (page 345) -- Renumbers the DOF to minimize the matrix ... The model builder constructs As in any finite element analysis, the analyst's first step is ... ACI Structural Journal. ... 134. The series material is represented graphically: In a series model, ... uniaxialMaterial Concrete01 1 -5.0 -0.002 -1.0 -0.004.. ... 15:20 2.3M [] aptertium-dan-nor-1.3.0.tgz 2018-10-12 15:20 5.0M [] ... avr-libc-2.0.0.tgz 2018-10-12 15:20 4.4M [] ... gstreamer1-plugins-pulse-1.14.4.tgz 2018-10-12 15:22 134K [] ... openldap-server-2.4.46p0-aci-gssapi.tgz 2018-10-12 15:24 1.4M [] ... p5-DateTime-Format-Builder-0.81p0v0.tgz 2018-10-12 15:24 40K [] 03-Oct-2017 11:16 639K arm-1.4.5.0p3.tgz 03-Oct-2017 11:16 667K ... 488K glew-2.0.0.tgz 03-Oct-2017 11:17 768K glfw-3.2.1p0.tgz 03-Oct-2017 11:17 88K ... 03-Oct-2017 11:18 143K hs-blaze-builder-0.3.3.4p2.tgz 03-Oct-2017 11:18 ... 03-Oct-2017 11:19 985K openldap-server-2.4.45p4-aci-gssapi.tgz arm-elf-binutils-2.20p1.tgz 2017-04-22 13:03 5.0M [] ... autoconf-2.13p4.tgz 2017-04-22 13:04 134K [] ... kore-2.0.0.tgz 2017-04-22 13:05 83K [] ... openldap-server-2.4.44p3-aci.tgz 2017-04-22 13:05 1.3M [] ... p5-DateTime-Format-Builder-0.81p0v0.tgz 2017-04-22 13:06 42K [] ... rcm-1.3.0.tgz 2017-04-22 13:07 15K [] ...

4671a75073

[Acronis True Image Echo Enterprise Server 9.7.8398 with Universal Restore mega 18](#)
[power World simulator 16.rar](#)
[Jhoom Barabar Jhoom tamil full movie 1080p hd](#)
[emv reader writer software v8 download firefoxinstmank](#)
[newstar diana 17](#)
[spider man 3 bluray 720p 88](#)

[quickbooks pos 2013 beast 62](#)
[photoprint dx 10.5 torrent download](#)
[Kylie Freeman Vicky The 107 Minutes Collection](#)
[Crack tpvplus elite 2012](#)