
ARBITRON CUTTING 10% OF WORKFORCE



Columbia, Maryland media research firm Arbitron is cutting 10% of its work force. The firm will eliminate 110 full-time positions, 80 of them in the Baltimore area. Some 70%, or 767 of the company's 1,084 full-time employees, work in Columbia, where the company moved its headquarters this month. Arbitron is a radio audience research company which collects listener data on radio audiences, similar to that collected by Nielsen Media Research on television audiences.

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