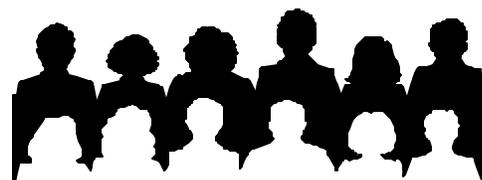# Using RRC's Listener Focus Pack
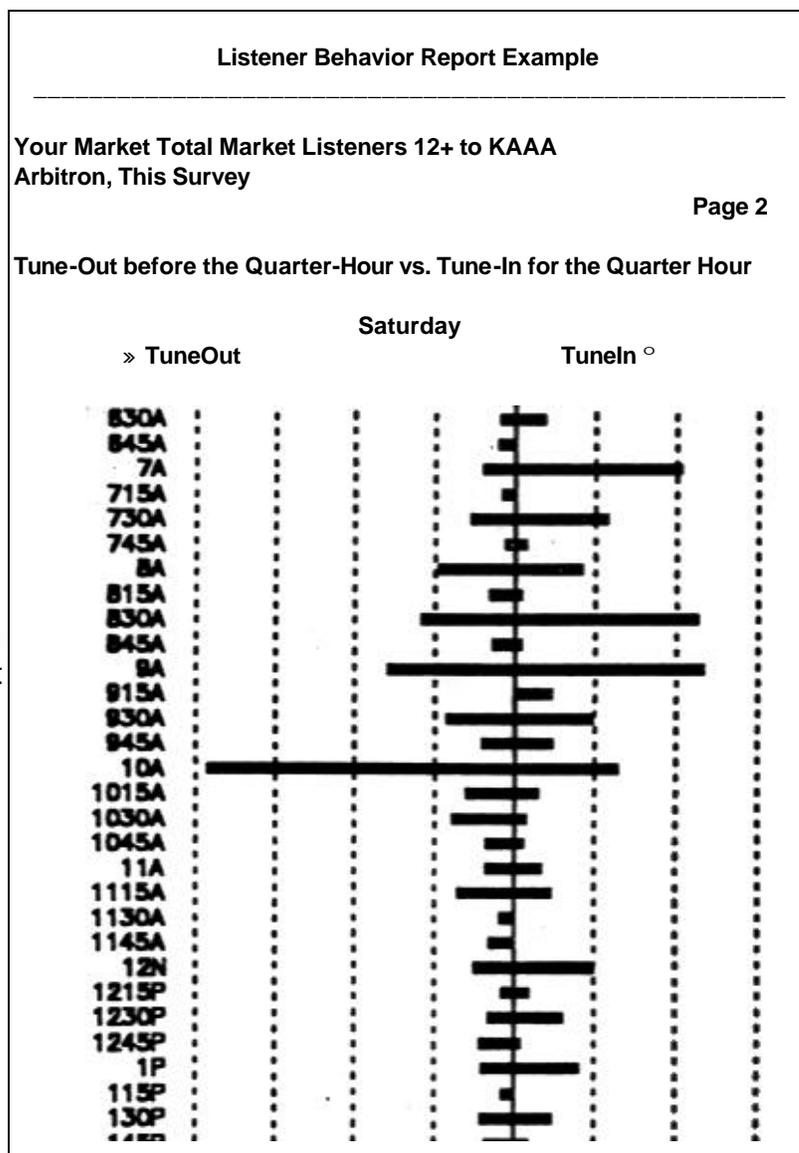
Listener Focus

Tip #1: Tune-In & Tune-Out

The RRC's Listener Behavior Report (LBR) works hand-in-hand with the custom software ListenerPC.

Page 2 of the LBR provides a graphic representation of when listeners tune the station in and out. When the bar extends to the right, listeners are tuning in the station. When the bar goes to the left, listeners are tuning out. Use ListenerPC to determine the choices listeners make when they tune out the station. Some tune in other stations. Some turn the radio off.

In the example to the right, take a look at the horizontal bar representing the 10 am quarter-hour. This bar reaches farther left than the other bars indicating above average tune-out for the station. ListenerPC's Crossover Analysis tells you what these listeners are doing.

ListenerPC

Listener Behavior Report Example
_____

Your Market Total Market Listeners 12+ to KAAA
Arbitron, This Survey

Page 2

Tune-Out before the Quarter-Hour vs. Tune-In for the Quarter Hour

Saturday

» TuneOut   TuneIn °

630A	
645A	
7A	
715A	
730A	
745A	
8A	
815A	
830A	
845A	
9A	
915A	
930A	
945A	
10A	
1015A	
1030A	
1045A	
11A	
1115A	
1130A	
1145A	
12N	
1215P	
1230P	
1245P	
1P	
115P	
130P	

```
ListenerPC
Produced by RRC LPC Version 1.0 from Arbitron Diary Data
Your Market- This Survey
Persons 12+ in Total Market
Audience Crossover

FROM DAYPART                       Cume      Gross     Cm%      Gr%
KAAA-FM Sat 945A-10A               28400     28400     100


TO DAYPART
KAAA-FM Sat 10A-1015A              9000      9000      32       75
KZZZ-FM Sat 10A-1015A             900       900       3        7
KYYY-FM Sat 10A-1015A             800       800       3        7
KXXX-FM Sat 10A-1015A             700       700       2        6
KWWW-FM Sat 10A-1015A             700       700       2        6
Other Stations                    0                            0
Total Gross                                 12100              100
No Radio Usage                    16300               57
```

At the left is ListenerPC output showing the choices listeners make when they tune out your station. The example shows 32% stay tuned to KAAA after 10am, but 3% switch to KZZZ. More than half (57%) turn off the radio! (For a more detailed explanation of how to read ListenerPC's Crossover Analysis, check "Understanding Your Data" on this website. Or use the on-line Help feature in ListenerPC).

ListenerPC Step-by-Step – Analysis Type - Crossover Analysis

$ Click **New Request.**
$ Click **Market/Survey**. Choose the same market and survey as the Listener Behavior Report.
$ Click **Geography**. Choose the same geography as the Listener Behavior Report (eg. Total Market in Spring and Fall or Metro in Winter and Summer).
$ Bypass **Demographics**, keeping the program defaults.
$ Click **Analysis Type**.
$ Select **Crossover Analysis**.
$ Select your station.
$ Look at Page 2 of your LBR. Find a bar that illustrates above average tune-out.
$ Select the day(s), then the quarter-hour leading into the problem quarter hour (eg. Sat 9:45A-10A). Your selection appears in the "Crossover From This Daypart" box.   Use **Custom Times** to select quarter-hours.
$ Select the problem quarter-hour daypart (represented by the tune-out bar on the LBR graph, eg. Sat 10A-10:15A.) Your selection appears in the "To This Daypart" box.
$ Click **Run Request**. ListenerPC displays a table like the one above.

Remember, the LBR and ListenerPC's Crossover Analysis can tell you *what* happened, but not necessarily *why*. ListenerPC does offer some additional explanatory tools. You may want to check the Median Age and Demographic Composition (Tip #2) of the audience for the lead-in and problem quarter-hours to see if one of the time periods is composed of older listeners. Or use the Loyalty and Choice feature (Tip #3) to see if the choice composition percents of the two quarter-hours are different. One quarter-hour may attract a Cume that is more "Fringe" than the other. Differing composition, whether demographic or choice, suggests a change in programming that is not conducive to listener flow.