

Using RRC's Listener Focus Pack



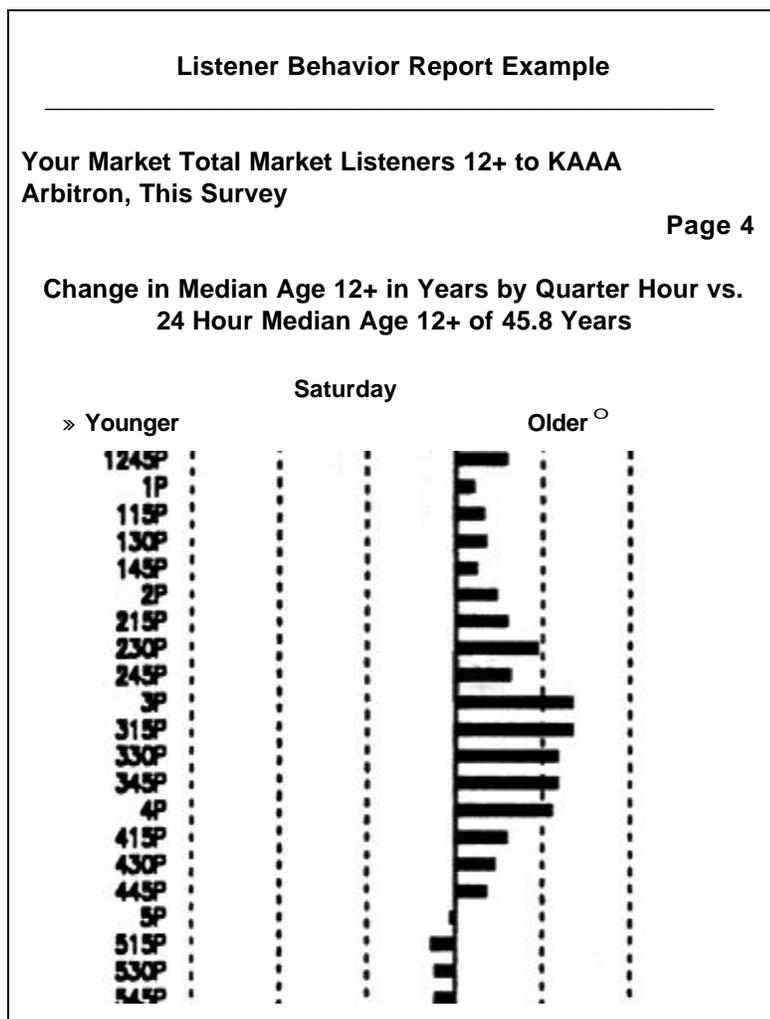
Tip #2: Demographic Composition

When your listeners tune-out, you want to know why. You can see tune-out on page 2 of the Listener Behavior Report and you can determine how many listeners are either tuning to another station or turning off the radio by using ListenerPC's Crossover Analysis (see Tip #1 available here at www.RRCOnline.org). Both the Listener Behavior Report and ListenerPC provide additional tools that help you evaluate why this audience turnover has occurred.

At right is an example of Page 4 in the Listener Behavior Report. It charts deviation from median age. The median age of our sample station is 45.8 years, indicated within the header just above the graph. It is also represented as zero on the scale at the bottom of the graph. Each age difference, plus or minus, from the median age is represented as a horizontal line in the graph.

Assume that we have identified 3p as a time period of tune-out concern. Note if there is a change in median age, and note the direction that the bar reaches. Does it move left or right? Is the audience getting younger or older? In this example, the median age of the station audience has shifted 10 years older between 245p & 3p. The change in median age suggests that the programming during the 245p quarter-hour appeals to a younger demographic than the programming of the 3p quarter-hour.

However, Median Age changes are only part of the picture; it is possible for a substantial demographic shift to occur that does not result in a change in Median Age. ListenerPC includes a tool for examination of listening by discrete demographic.



ListenerPC

Produced by RRC LPC Version 1.0 from Arbitron Diary Data

Your Market - This Survey

Persons 12+; Demographic Composition in Total Market

		Cume	Gross	AQH
KAAA-AM	Sat 245P-3P	11500	11500	11500
	12-24	0%	0	0%
	25-34	6%	700	6%
	35-44	23%	2600	23%
	45-54	29%	3300	29%
	55-64	10%	1200	10%
	65+	32%	3700	32%
	Sat 3P-315P	7400	7400	7400
	12-24	0%	0	0%
	25-34	9%	700	9%
	35-44	11%	800	11%
	45-54	19%	1400	19%
	55-64	24%	1800	24%
	65+	36%	2700	36%

At left, is ListenerPC output illustrating Demographic Composition. During the first quarter hour (Sat 245-3p), 29% of the station's AQH is composed of listeners 45-54. In the Sat 3-315p quarter-hour, the 45-54 composition drops to 19% of 12+ AQH. The 35-44 percentage also dropped. The 55-64 and 65+ groups increased their concentration in the station's audience in the second quarter-hour.

ListenerPC Step-by-Step – Demographics/Composition

\$ Click **New Request**.

\$ Select **Market/Survey** period and choose the same market and survey as those in the LBR.

\$ Click **Geography**. Choose the same geography as the LBR (eg. Total Market in Spring and Fall or Metro in Winter and Summer).

\$ Click **Demographics** and choose **Composition** in the **Report Type** box.

\$ Click **Analysis Type**.

\$ Choose **Stations and Dayparts**.

\$ Select your station.

\$ Select the quarter hours or daypart in question.

\$ Click **Run Request**. ListenerPC displays a table like the one above.

In Tips #1 and #2, we have looked at the Listener Behavior Report's Tune-in and Tune-out graph, used ListenerPC's Crossover Analysis to learn where listeners are going, and examined the LBR's Median Age Report and the Demographic Composition Report in ListenerPC to seek an explanation for the tune-out. Demographic composition may not always provide the answer. While programming may attract persons of a certain age, it also can attract a Cume that is more core or fringe. Listener Choice is the subject of Tip #3.
