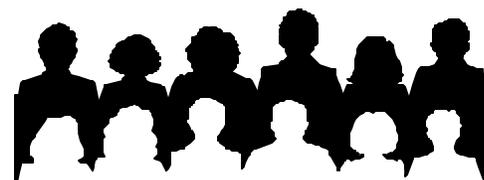


Using RRC's Listener Focus Pack

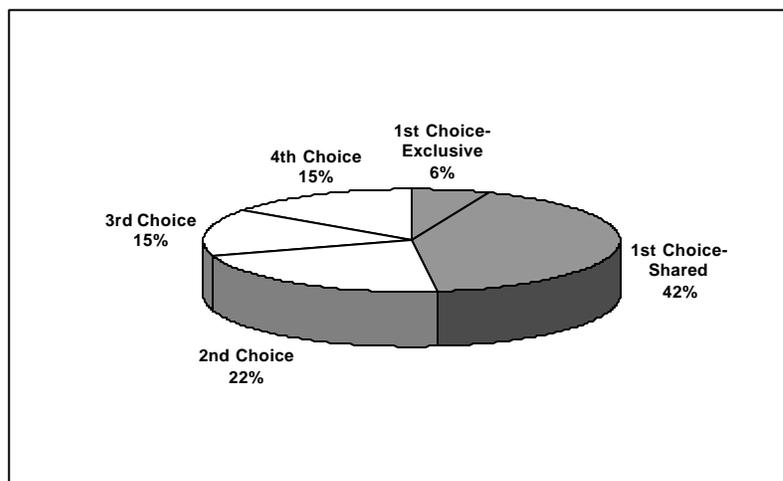


Listener Focus

Tip #3: Listener Choice

Who are your best customers? If you own a restaurant, your best customers make your eatery their favorite. For a radio station, the best customers are those listeners who tune to the station at least as much, if not more, than any other. Arbitron calls these listeners First Preference or "P1." Sometimes this segment of the station's Cume audience is called Core. RRC calls it First Choice. How much of your station's Cume is First Choice? The RRC's Listener Behavior Report provides the answer in the analysis titled *Distribution of Station Listeners by Choice Segment*.

The pie chart divides the station's Cume into five segments. The two segments shaded gray represent the First Choice Cume, 40 percent. Seven percent listen exclusively to the station while another 33 percent listen to the station at least as much as any other station. Those segments of the chart labeled 2nd, 3rd and 4th Choice represent listeners choosing one or more competitor stations as their favorite. This Cume is sometimes called "fringe."



The LBR chart represents listener composition as a whole, Monday through Sunday, 24 hours. It tells you how well programming is serving the entire audience. The next page in the RRC Listener Behavior Report (not shown here) illustrates how choice varies by quarter hour for the average weekday and for Saturday and Sunday. Listener composition will vary throughout the broadcast day, depending on programming.

You want to know if the station is serving as many First Choice listeners midday as it is during morning drive. Does weekend programming attract as many First Choice listeners as weekday? The RRC's ListenerPC Software allows you to analyze listener composition for any custom daypart. That's on the next page.

ListenerPC

Produced by RRC LPC Version 1.0 from Arbitron Diary Data

Your Market - This Survey

Persons 12+ in Total Market

Loyalty and Choice

	Cume	--Choice Percents--				Prct Lylty
		Exclv	First	2/3rd	4th+	
KAAA-FM Mon-Fri 6A-10A	122900	10.7	48.0	33.7	7.6	55.9

ListenerPC Step-by-Step – Analysis Type-Loyalty and Choice

\$ 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 **Loyalty and Choice**

\$ Select your station

\$ Select a daypart

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

122,900 listeners tune to KAAA between 6 and 10 am. Nearly 11 percent (10.7) listen only to KAAA while another 48 percent are KAAA First Choice listeners who use other stations, too. The segments labeled “2/3rd” and “4th” are the station’s Fringe listener percentages. (For a detailed explanation of how to read ListenerPC’s Loyalty and Choice Analysis, see “Understanding Your Data” on this website. You may also use the on-line Help feature in ListenerPC).

Use ListenerPC to identify which dayparts in the station’s schedule are not serving your First Choice listeners as well as others. If, for example, you are building your station around morning drive programming and your goal is to keep your listeners with you midday, use the listener choice composition of your morning drive audience as a benchmark by which to judge other programming.

The ListenerPC example above displays another percentage at the far right. It is the Loyalty percentage of the 6a -10a Cume. In other words, what percentage of quarter hours are these 122,900 listeners contributing to your station compared with their quarter hour contribution to other stations? A good strategy is simply to get one more quarter hour from a listener.

Loyalty is another way to evaluate your listeners, and it is the subject of Tip #4.
