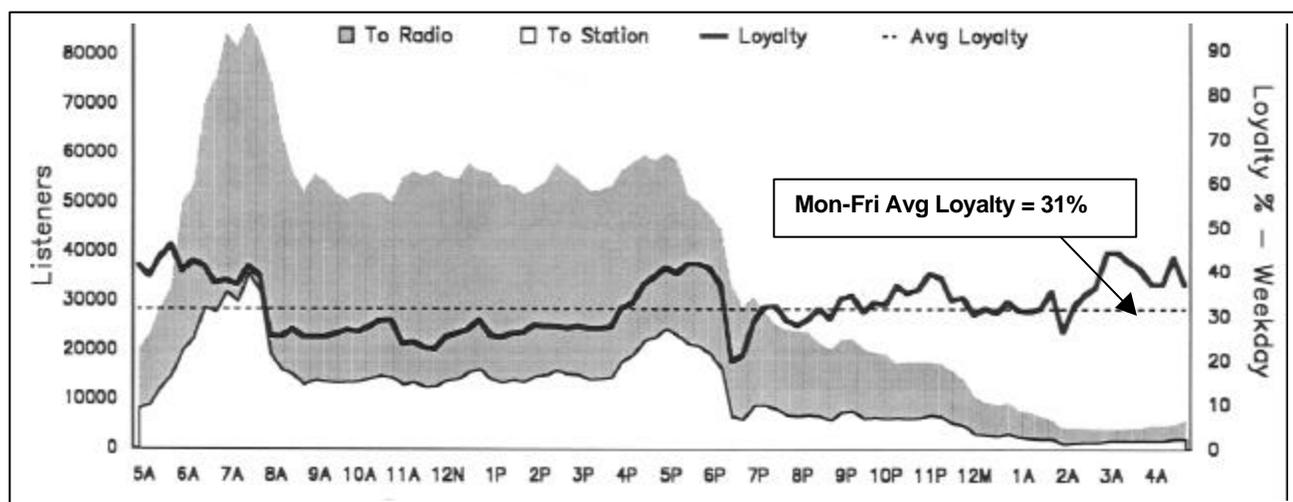


Using RRC's Listener Focus Pack



Tip #4: Loyalty

Dog lovers know the meaning of the word loyalty: their “best friend” is always 100 percent loyal. There is no such guarantee with radio listeners. The decisions of programmers cause listeners to stay or stray. Loyalty is the relationship between station use versus radio use by your Cume. It is important to know a station's Loyalty whether the audience is large or small. Loyalty tells the programmer how well the station is serving its listeners by showing the programmer when the Cume is using the station or tuning-in other stations. RRC's Listener Focus Pack provides two tools to examine Loyalty.



Start with the Listener Behavior Report's Station vs. Radio Use graph (above). Cume is measured on the left axis. The white area represents the station's Cume using the station quarter hour by quarter hour. The gray area represents the station's Cume using other stations. The bold line is the relationship between the two areas, or Loyalty, at any given time of day. The dotted line represents average Loyalty Monday through Friday, 24 hours among all persons, 12 and older. The bold and dotted lines are measured against the right axis, which is percent Loyalty. The goal is to keep quarter-hour-by-quarter-hour Loyalty close to the average. In the example, the station's average weekday Loyalty is 31%. However, the bold line shows that Loyalty is below average between 8am and 4pm Monday through Friday.

What should the station do to learn more about this drop in Loyalty? ListenerPC's Crossover Analysis (see Tip #1) will reveal the other stations used by the Cume between 8am and 4pm. In the example below, 240,500 Cume persons listen all week, while 48% or 116,600 tune-in M-F 8A-4P.

Next move to the far right column labeled “Gr%” (Gross Percentage) in the table. These listeners spend 2,299,400 quarter-hours or 26% of their listening time with the station. In other words, these listeners are 26% loyal M-F 8am to 4pm. The other 74% of the listening by the 8am to 4pm Cume is to other stations. The strongest competitor is KFFF, which claims 10% of the Cume’s listening. Knowing the competing stations our Cume is using and the percentage of time spent listening to those stations should help identify the programming attracting our listeners.

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 Mon-Sun 24 Hours		240500	7297300	100	
TO DAYPART					
KAAA-FM Mon-Fri 8A-4P		116600	2299400	48	26 f
KGGG-FM Mon-Fri 8A-4P		41100	434600	17	5
KFFF-AM Mon-Fri 8A-4P		39300	847900	16	10
KDDD-FM Mon-Fri 8A-4P		26400	371100	11	4
KEEE-FM Mon-Fri 8A-4P		21600	285400	9	3

Remember to keep Loyalty in context: it is a relative number. Loyalty will vary by format and by market size. High Loyalty among a small Cume is not necessarily a sign of strength if the Cume is so small that it pales in comparison to the listener base for most other stations in the market. The example station is one with a substantial Cume. Nevertheless, the cited station shows some weakness in its weekday Loyalty curve. Strong, consistent Loyalty from one daypart to another indicates a cohesive programming schedule that is serving listeners well. Together, the LBR and ListenerPC can help programmers identify weaknesses and plan strategies to counteract them.

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

- Click **New Request**.
- Click **Market/Survey**. Choose the same market and survey as the LBR.
- Click **Geography**. Choose the same geography as the LBR (Total Market in Spring and Fall, Metro in Winter and Summer).
- Bypass **Demographics**, keeping the program defaults.
- Click **Analysis Type**.
- Select **Crossover Analysis**.
- Select your station.
- Select Mon-Sun 24 Hours. Your selection appears in the “Crossover From This Daypart” Box.
- Select a second daypart. This is the daypart for which you wish to determine the Loyalty of your total week audience. Your selection appears in the “To This Daypart” box.
- Click Run Request. ListenerPC displays a table like the one above. Read Loyalty in the Gr% column for the row with your station’s call letters.

Three views of Loyalty from ListenerPC

- Loyalty of listeners in one daypart to ANOTHER daypart (Tip #1).
- Loyalty of listeners in one daypart to the SAME daypart. (Tip #3).
- Loyalty of total week listeners to a daypart (Tip #4).