

Using RRC's Listener Focus Pack

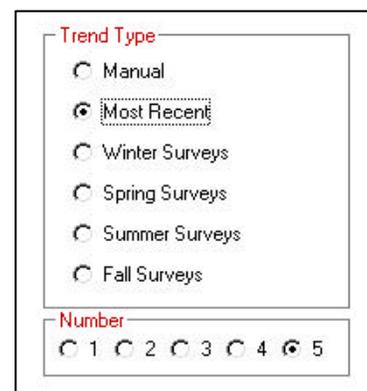


Tip #5: Trends

Trends give your data context. Each Arbitron survey is based on a sample and is subject to inherent fluctuations. Trends tell a story about your audience over time. RRC's ListenerPC software will produce a variety of trend reports:

- Matching – summer to summer comparisons (see back page)
- Mixing – spring vs. fall
- Manual Selection – any combination up to five
- Most Recent Surveys – successive surveys

The illustration at right shows the options available on ListenerPC's Market/Survey screen. We have chosen a five-survey trend of the most recent surveys. If the most recent surveys available include winter or summer, then the trends report is limited to Metro since this geography alone is measured in winter and summer. If spring surveys, fall surveys, or a combination of spring and fall are chosen using Manual Selection, then TSA or Total Market geographies are available. The five surveys appear in the Selected Surveys box at the bottom of ListenerPC's Market/Survey screen.



The screenshot shows a 'Trend Type' section with radio button options: Manual, Most Recent (selected), Winter Surveys, Spring Surveys, Summer Surveys, and Fall Surveys. Below it is a 'Number' section with radio button options for 1, 2, 3, 4, and 5 (selected).

ListenerPC Step-by-Step – Trends

- Click **New Request**.
- Click **Market/Survey**.
- Choose your market.
- Make a Trends Type choice.
- Choose the number of surveys you wish to trend (as many as five).
- Choose an available **Geography** (see above), then choose an Age Range, Gender and Ethnic Group (if available) by clicking **Demographics**.
- Click **Analysis Type**.
- Click **Stations and Dayparts** or **Loyalty and Choice**. Choose your station and daypart(s). (Note: Trend Type may not be used with Crossover Analysis).
- Click **Run Request**. ListenerPC displays a table like the one on the next page.

ListenerPC

EXAMPLE

Produced by RRC LPC Version 1.0 from Arbitron Diary Data

Your Market

Persons 12+ in Metro

WAAA-FM	Mon-Sun 6A-12M	Cume	Gross	AQH
	Summer	107400	3145100	6200
	Fall	111400	3907300	7800
	Winter	107000	3415100	6800
	Spring	113300	2932400	5800
	Summer	122900	4332400	8600
	Five Survey Average	112400	3546500	7000

The last line of the table is a five-survey average. You can create rolling averages by dropping the oldest survey and adding the newest each quarter.

What is the story being told about our audience? The trend shows typical ups and downs of a station's audience throughout the year. The Gross trend (middle column of the table above) shows the number of quarter hours listened by the Cume. For example, from winter to spring the Cume increases from 107 thousand to 113 thousand, but the number of gross quarter hours declines. Time Spent Listening in quarter hours is 3.4 million in winter compared with 2.9 million in spring 2000. New Cume is listening, but sometimes it doesn't contribute as much TSL. In the latest summer survey both the Cume and Time Spent Listening increase, driving up the AQH. In fact, both estimates reach the highest levels of the five-survey trend.

How do we evaluate our progress from the beginning of our trend to the present? One way to evaluate audience change is to divide the new survey result by the previous result.

	Old Cume	New Cume	Change	Old AQH	New AQH	Change
Summer to Summer	107,400	122,400	+14%	6200	8600	+39%

Both the Cume and AQH have grown. Comparing summer with summer shows a much greater growth in AQH than Cume (39% versus 14%). Subtracting the change in Cume from the change in AQH (39% minus 14%) approximates the change in average Time Spent Listening: it grew nearly 25% summer to summer.

Trends can be used to evaluate the impact of programming changes. You can produce a trend for the station's total audience or for a target demographic or daypart. One or two surveys is indicative at best. It takes a least three surveys to make a trend. The table above compares two of the five surveys in our trend. To understand the station's progress make additional same-season comparisons, such as fall to fall or winter to winter, etc. Since Arbitron estimates are based on a sample, subject to a margin of error, a trend is the best tool for making decisions.
