Using RRC's Listener Focus Pack

## Listener Focus

Tip #6: Location of Listening

Where does your station's listening take place? Arbitron asks diarykeepers to record listening location along with their listening entries. They can choose At-Home, In-Car, At-Work or Some Other Place, usually shown as "Other."

One of radio's greatest strengths is its portability. Radio accompanies its listeners as they go through their day at home, at work, in the car, and many other places. As you might imagine, location of listening changes throughout the day, and weekday patterns are different from those on the weekend. In the station example below, listening At-Home dominates 6-10 am and 7 pm-Midnight, while At-Work listening is greatest 10 am-3 pm, and In-Car listening tops all others in afternoons, 3-7 pm.
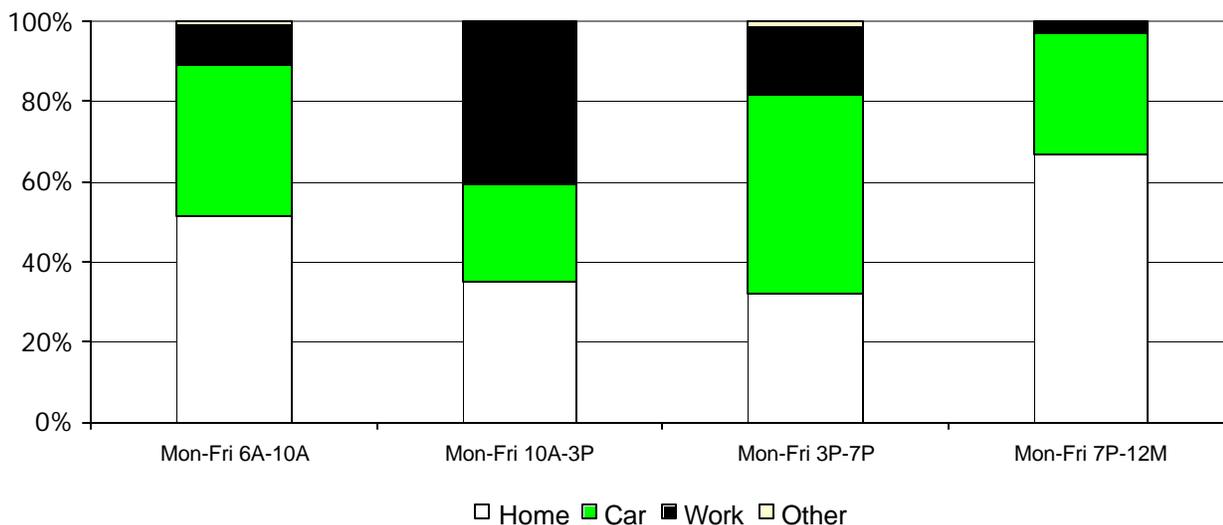
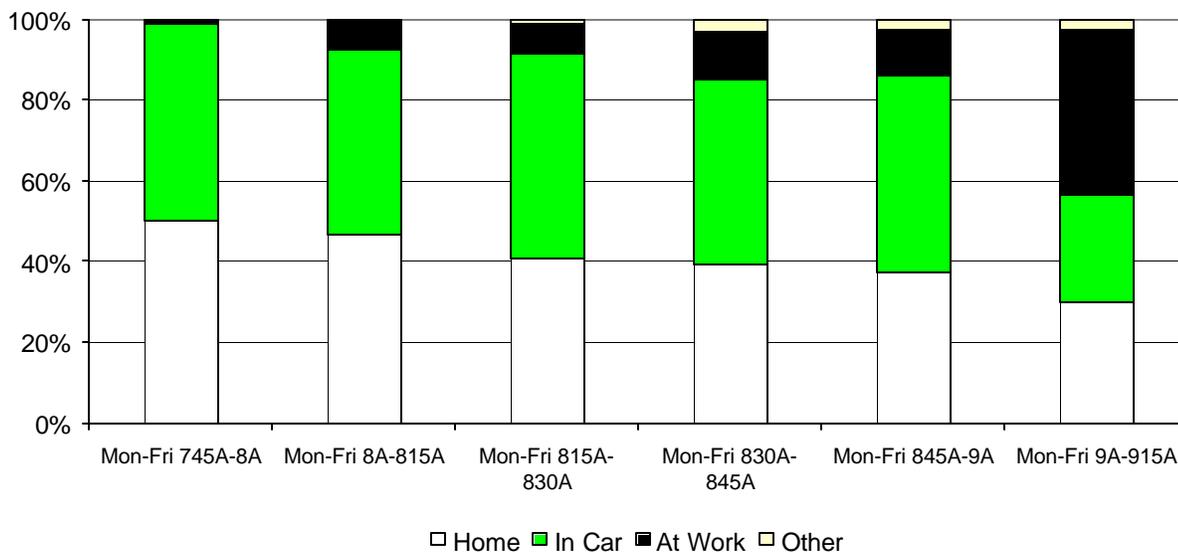Source: RRC ListenerPC, based on Arbitron Diaries

ListenerPC allows you to select an Hour-by-Hour or Daypart report to show how listening location changes for your station throughout the weekdays, Saturday or Sunday. You'll see how on the next page.

ListenerPC Step-by Step- Location of Listening

- Click **New Request**.
- Click **Market/Survey**. Choose your station's market and survey period.
- Choose a geography and target demographic, if desirable.
- Click **Analysis Type**.
- Selection **Stations and Dayparts**.
- Select your station and a Daypart or Hour-By-Hour report
- Click **Yes** under **View Location of Listening**.
- Click **Run Request**. ListenerPC displays a table, however you can import the data into many software applications to create graphs. On this website, click "Software," then click "Using ListenerPC" to learn how.

How might you use Location of Listening information from ListenerPC? During a fund drive, announcers can relate to listeners more effectively if they know where people are listening. A quarter-hour-by-quarter-hour Listening by Location study can help a programmer determine when to transition from morning drive to midday programming, or midday to afternoon drive. Or, it can provide the necessary indications of when to begin or end periodic traffic updates.

Note the Location of Listening patterns of the example station below. There's no mistaking that its listeners start work at about 9 am. As the time progresses from the first quarter-hour at 7:45, to the final bar, at 9 am, larger and larger pluralities are listening in cars, and the percentages of at-home listening decline.

Source: RRC ListenerPC, based on Arbitron Diaries

A well-programmed station is relevant to where its listeners are at the time they're listening. Listening by Location is one way to determine this.