

Using RRC's Listener Focus Pack



Tip #8: Zip Codes

An important part of understanding your listeners is knowing where they live, and diary distribution by Zip Code is the best source of this information. RRC's Listener Focus Pack shows which Zip Codes represent your station's strength. Turn to the Zip Code Distribution tables near the end of the Listener Behavior Report. There is a summary table as well as Zip Code detail. The summary table groups Zip Codes by the first three digits.

Zip Code Distribution: Summary by 3 Digit Zip Code Prefix
Monday-Sunday 24 Hours

Zip	Hshld Count	Diary Count	Cume (00)	Gross QH's (00)	% of QHs to Radio	Percent of Zip Cume Selecting Station as 1st Choice	2nd or 3rd Choice
691xx	1	1	1	17	25.5	--	100.0
800xx	6	7	44	3865	68.4	42.6	41.4
801xx	2	3	16	90	2.6	--	32.7
802xxx	7	7	44	377	2.7	--	100.0

The detail table displays the zips with three or more diary mentions for your station. They are listed in numerical order.

Zip Code Distribution: Detail for 3 Diary Minimum

Zip	Hshld Count	Diary Count	Cume (00)	Gross QH's (00)	% of QHs to Radio	Percent of Zip Cume Selecting Station as 1st Choice	2nd or 3rd Choice
80013	2	3	19	3719	89.1	100.0	--
80301	3	3	19	999	44.5	32.8	67.2
80304	3	4	25	121	14.3	25.4	48.4
80477	2	4	21	1137	62.6	71.2	28.8
80521	4	4	26	887	33.5	36.0	46.2

Start with these tables. Check the same tables in previous LBR's. Determine which zip codes consistently supply significant numbers of your station's listeners. Do these listeners contribute significant listening to the station (Gross QH's above)? Are they strong sources of First Choice Cume or are they mostly 2nd/3rd choice?

Zip Codes Applications

Programming

Use the station's qualitative lifestyle data together with Zip Code data. For example, if listeners enjoy a particular activity, have your announcers talk about events, related to that activity, in the Zip Codes where you have the most Cume Persons.

Promotional Event

Schedule the event in an area that will be convenient for your listeners. Use ListenerPC's Zip Code capabilities to verify that a sizable number of the station's listeners reside near the proposed event site.

Underwriting

Target underwriting efforts in Zip Codes where the Cume lives. Listeners are likely to recognize, and frequent, a neighborhood restaurant or retail outlet. The outcome is an announcement that speaks to the listener and spells results for the underwriter.

Membership

Target direct mail campaigns to the station's best Zip Codes.

Take the analysis a step farther using ListenerPC:

- Build custom zip code geographies based on your station's strengths.
- Determine if the listeners in your best zip codes fit your target audience by running the demographic composition report (Tip #2).

ListenerPC Step-by-Step – Zip Codes

- Click **New Request**.
- Choose your market and a survey.
- Click **Geography**.
- Click **Zip Codes** in the Custom box.
- Type a five digit zip code in the Custom Entry/Enter Zip Codes box.
- Click **Add**. Your choice appears in the box to the right.
- Add additional Zip Codes to create a custom geography, if you wish.
- Save your custom geography by clicking **Save Group** and naming it in the **Save Custom File** box.
- Choose **Demographics** and **Analysis Type**.
- Click **Run Request**.

GEOGRAPHY

Standard

- Total Market
- Metro
- DMA
- TSA

Custom

- Counties
- Zip Codes

CUSTOM ENTRY

Enter Zip Codes

You may also enter a range of Zip Codes, such as 20832 – 20853. And, you may choose three digit as well as five digit Zip Codes; for example 200-209.