



A special study of the
country radio listener for

**ALBRIGHT &
O'MALLEY**

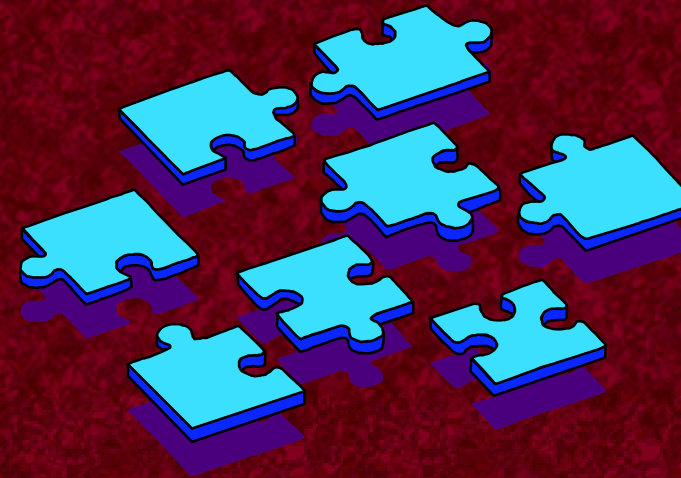
by Rhody Bosley, partner
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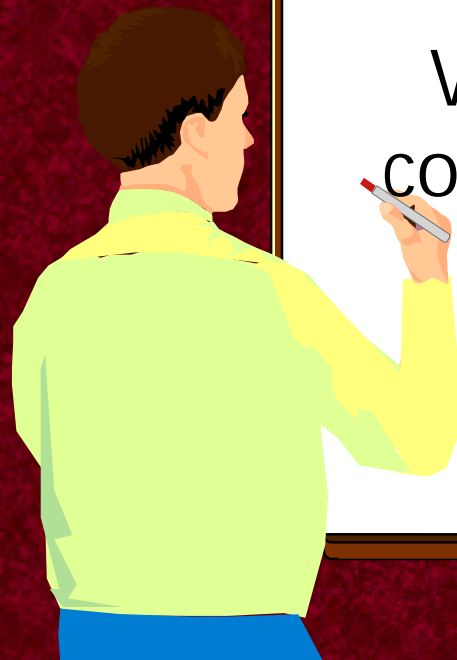
Who is Research Director Inc?

- ▶ Rhody Bosley
 - ◆ VP Arbitron Radio
 - ◆ GM and GSM Baltimore and Philadelphia
- ▶ Marc Greenspan
 - ◆ Arbitron Product Manager
- ▶ Charlie Sisen
 - ◆ VP Research Eastman Radio
- ▶ Associates



Thank you

The Media Audit
PD Profile



What does a successful
country radio station look
like in the data?

The nature of the study

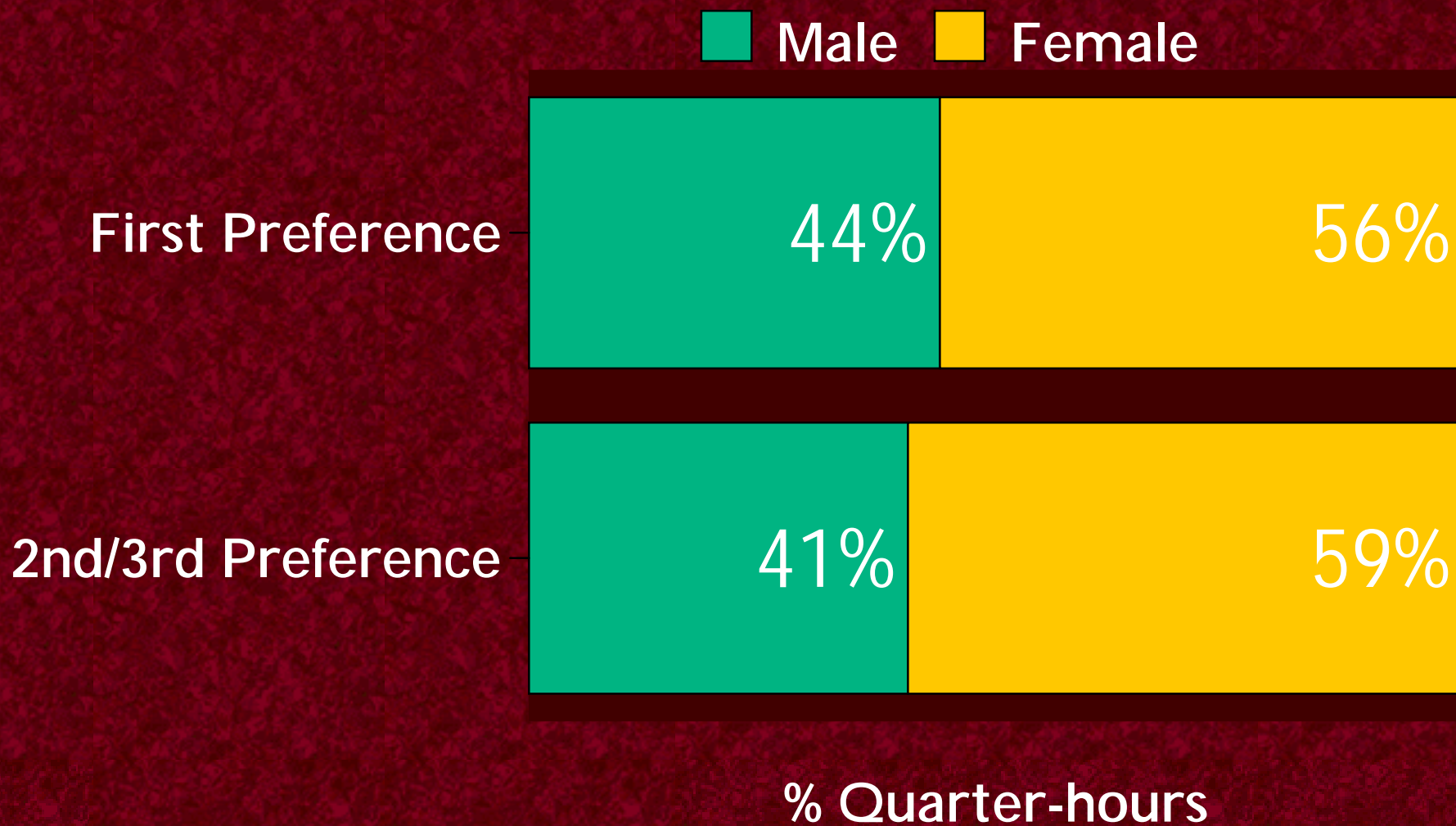
- ▶ **PD PROFILE[®]** - the analysis tool, proprietary to Research Director Inc.
 - 92,221 country radio listener diaries
- ▶ The Media Audit
 - 9,251 country radio listener interviews



Median age 41.9 years

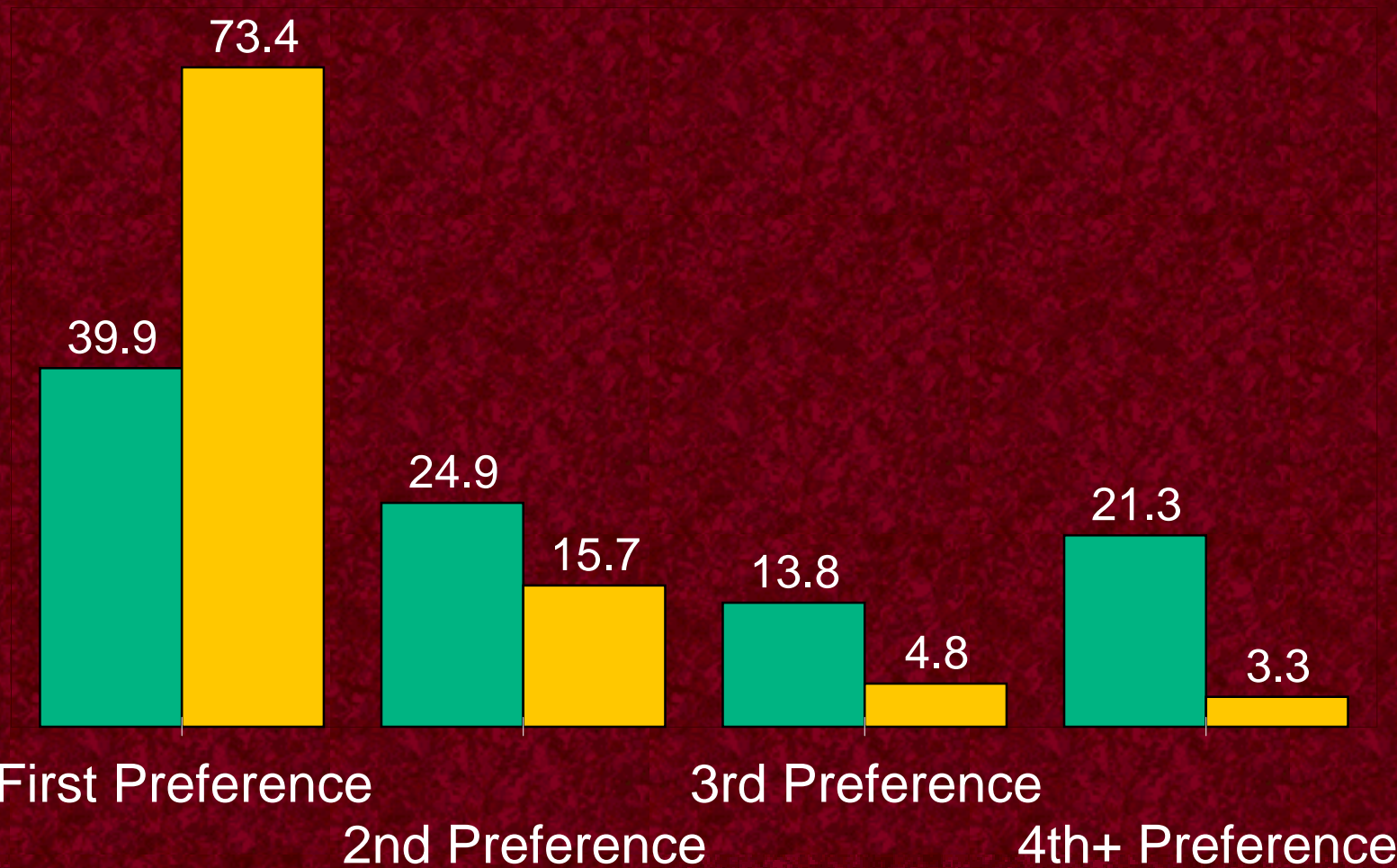
	<u>Quarter-hours</u>	<u>Diaries</u>
All Listeners	41.9	39.8
First Preference	43.3	41.7
2nd/3rd Preference	41.1	39.0

Country audience skews female



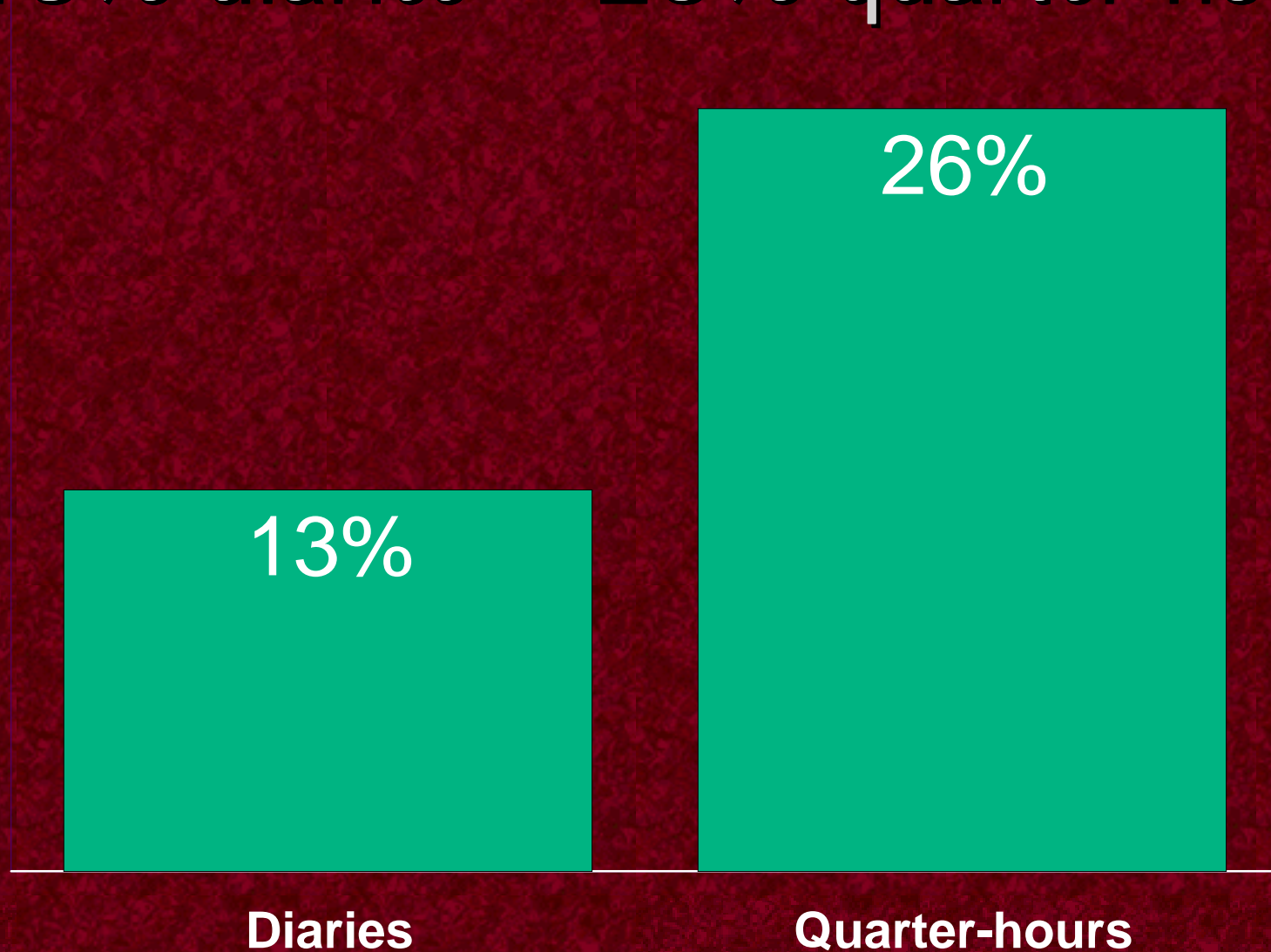
First Preference:

40% diaries = 73% quarter-hours

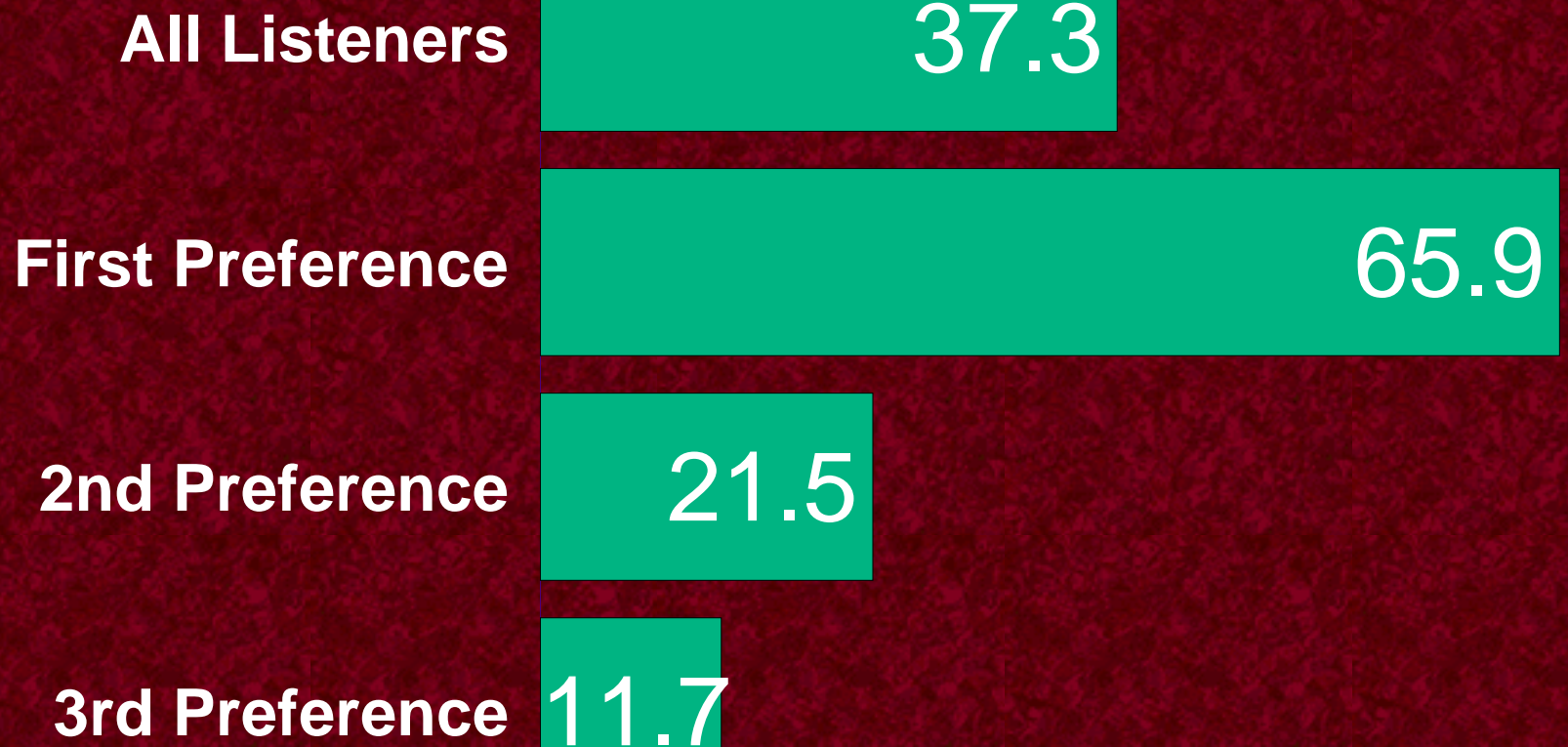


Exclusive listeners:

13% diaries = 26% quarter-hours



Time spent listening



Quarter-hours

TSL = occasions x average duration

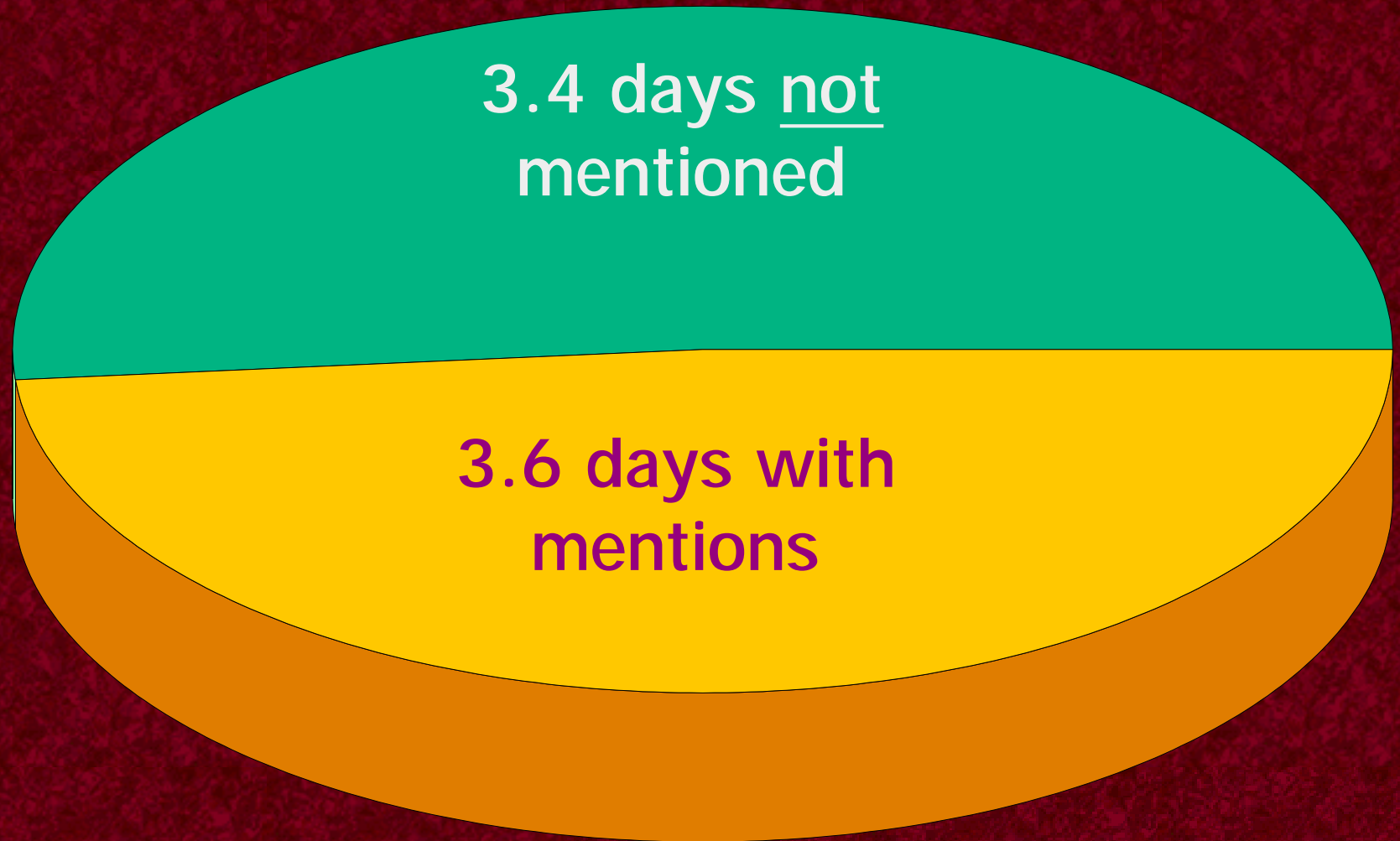
7.0

occasions

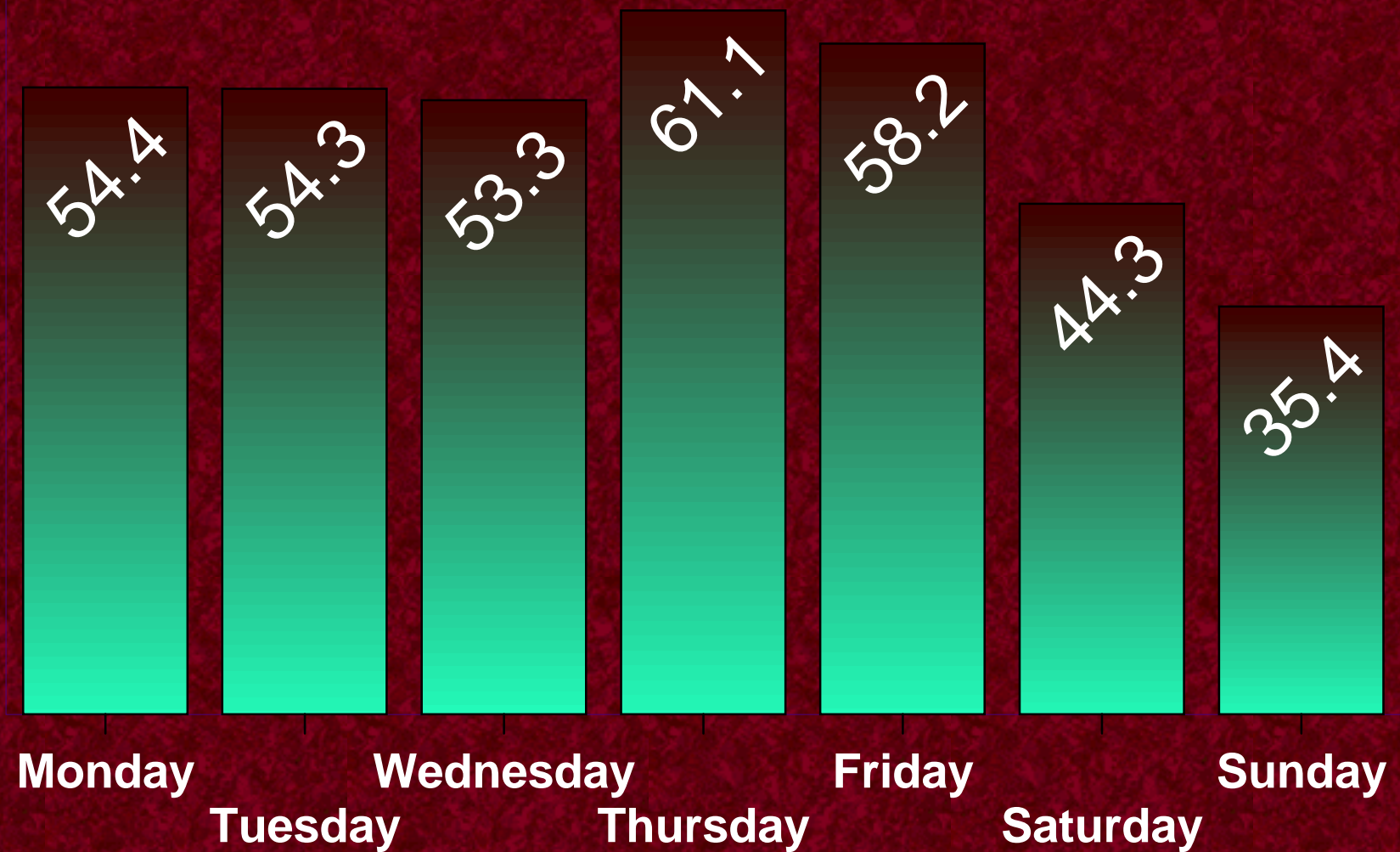
5.3

duration

Station mentioned 3.6 days



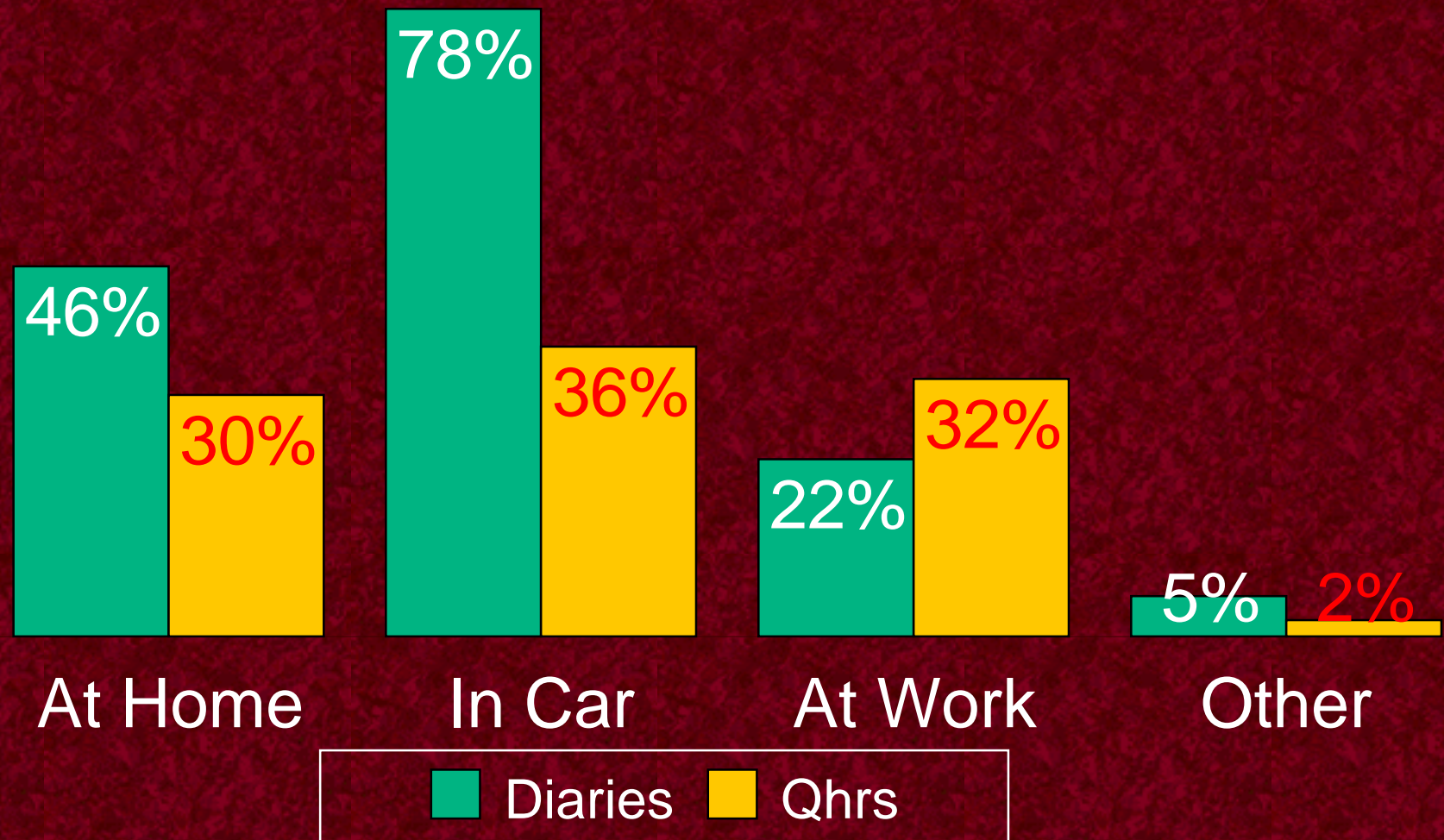
% Daily diary mentions



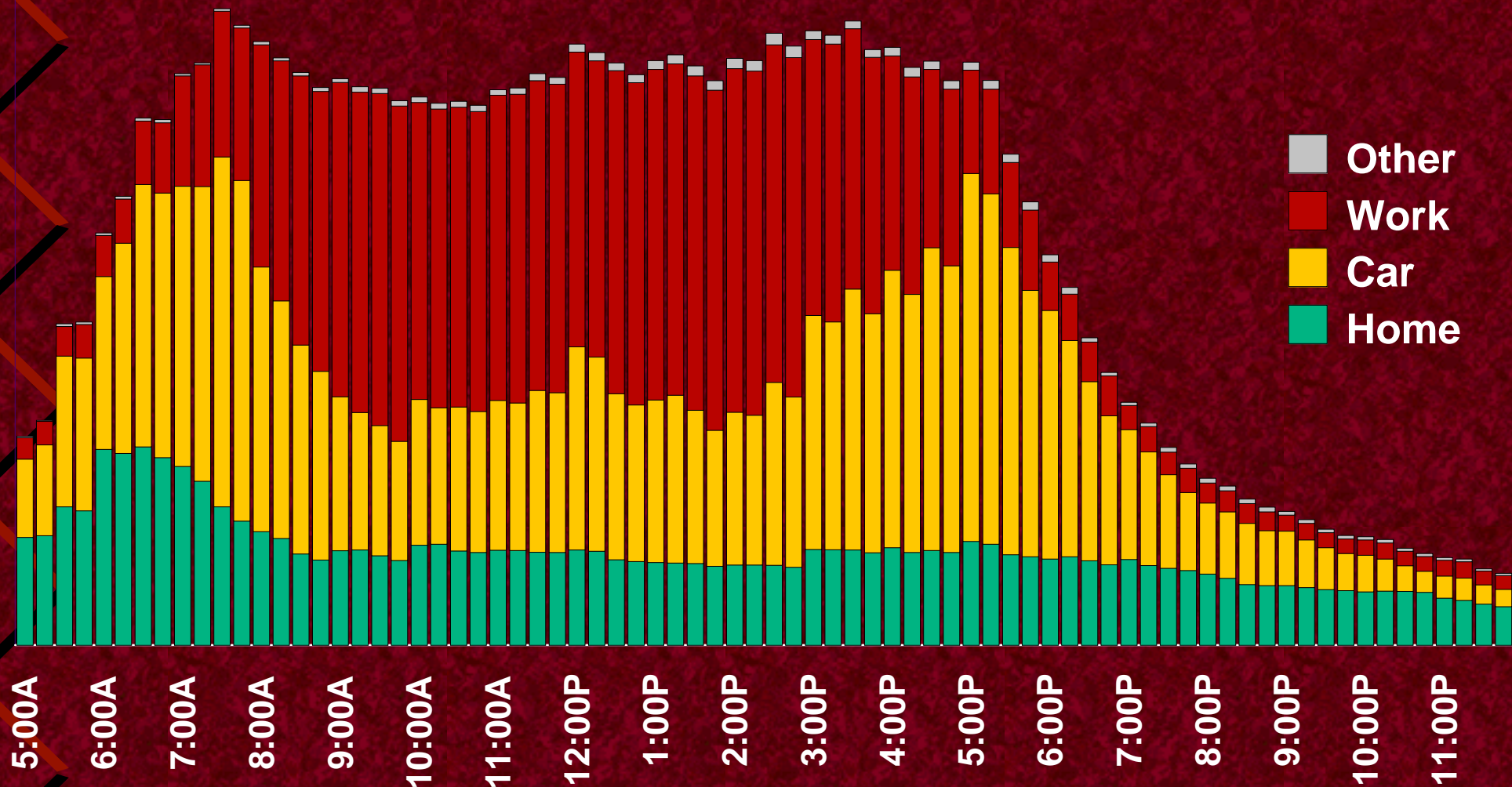
100.5 quarter-hours spent with radio



Listening Location: diaries vs. quarter-hours



Country audience flow by quarter-hour

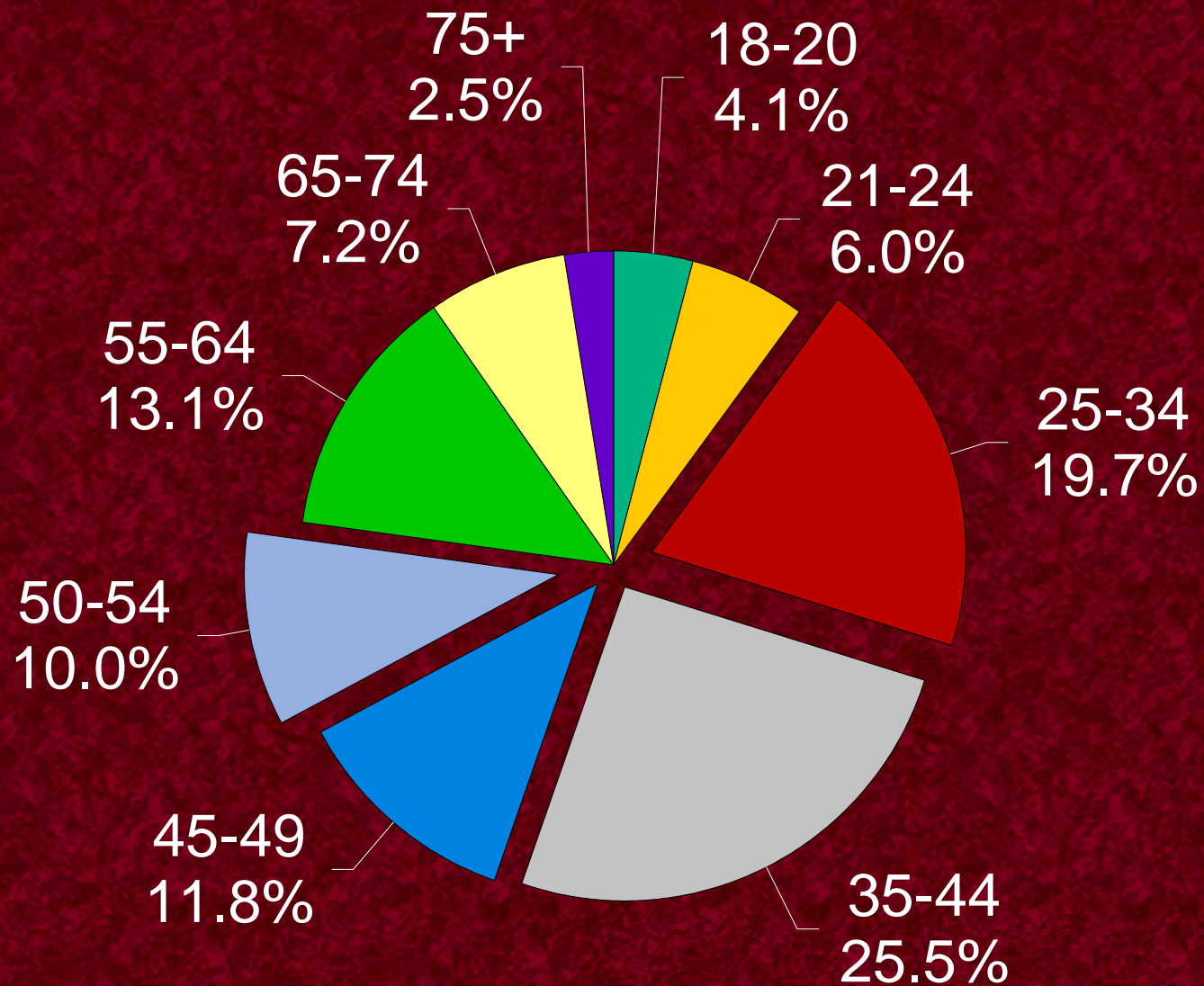




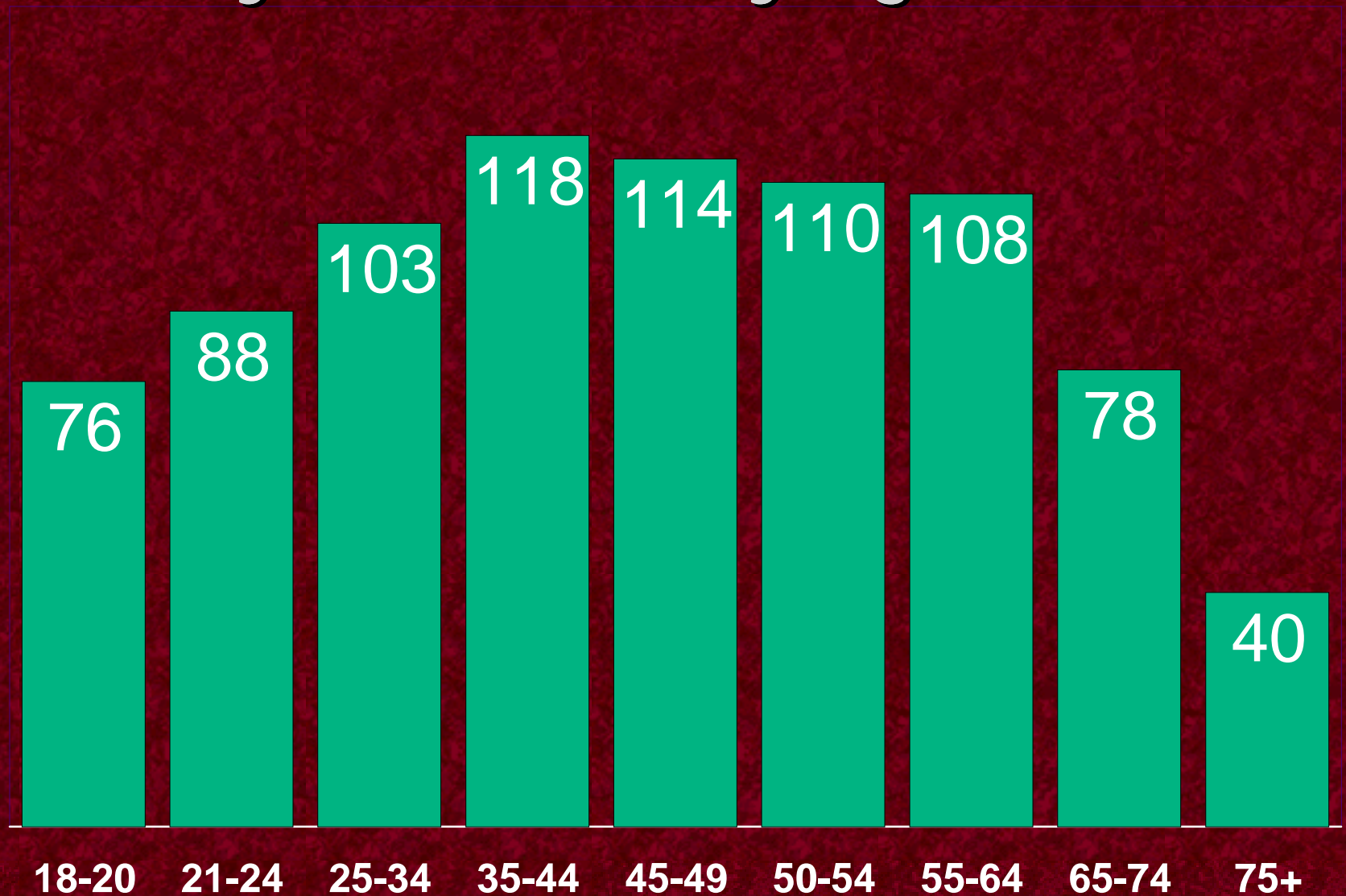
The Media Audit

defining the country radio listener

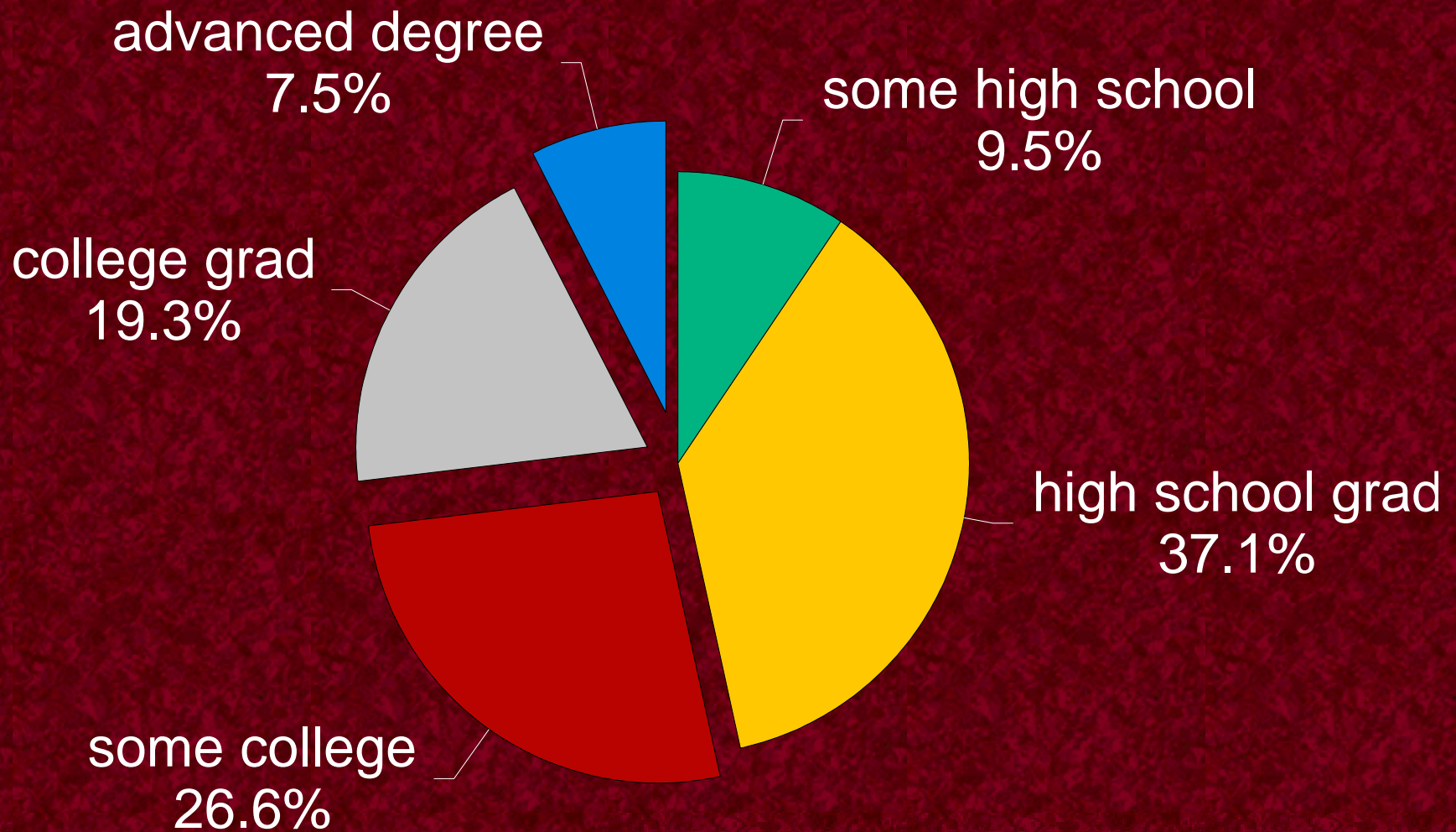
67% of audience is P 25-54



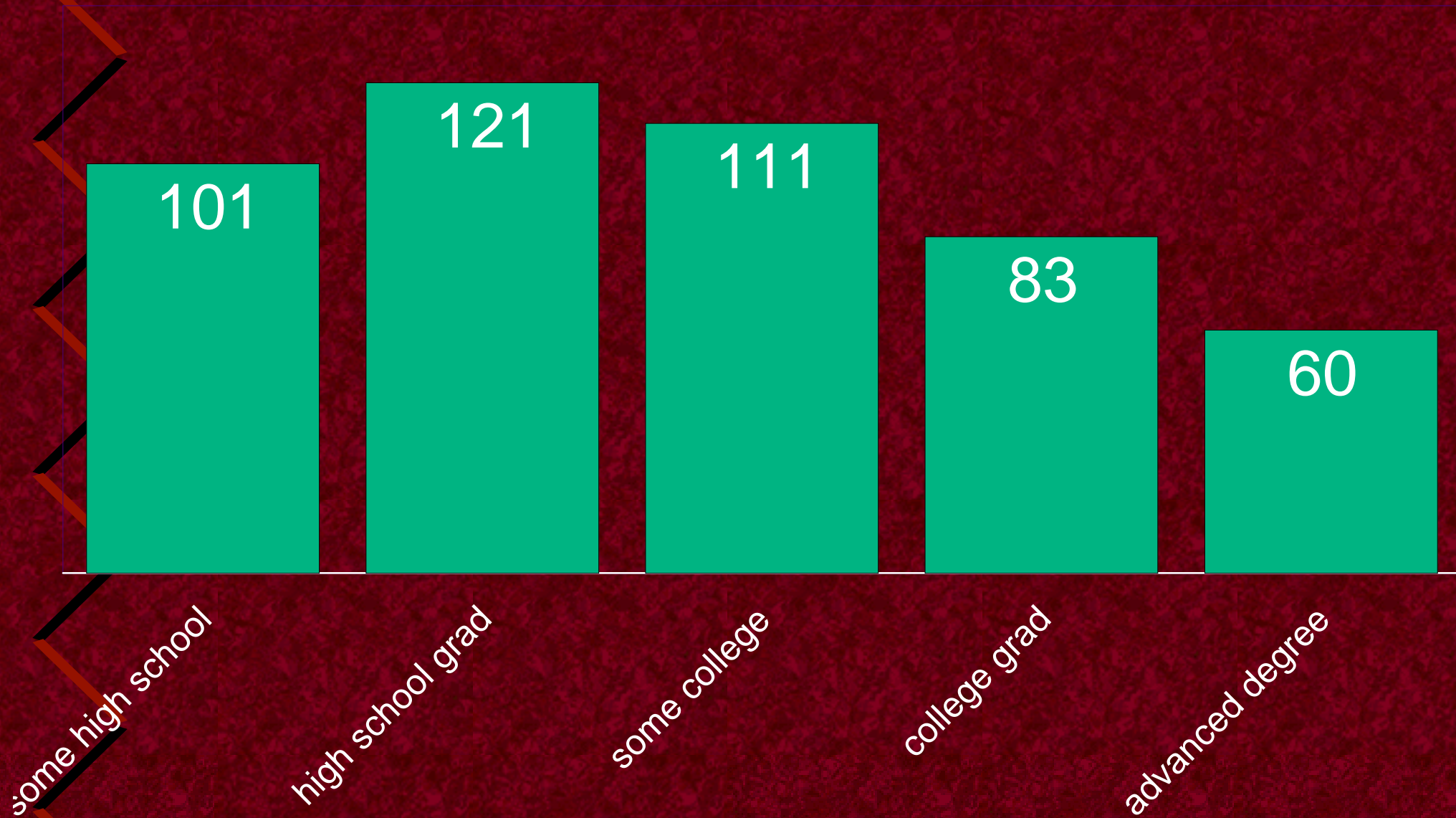
Country audiences by age - index



Education: high school + = 53%

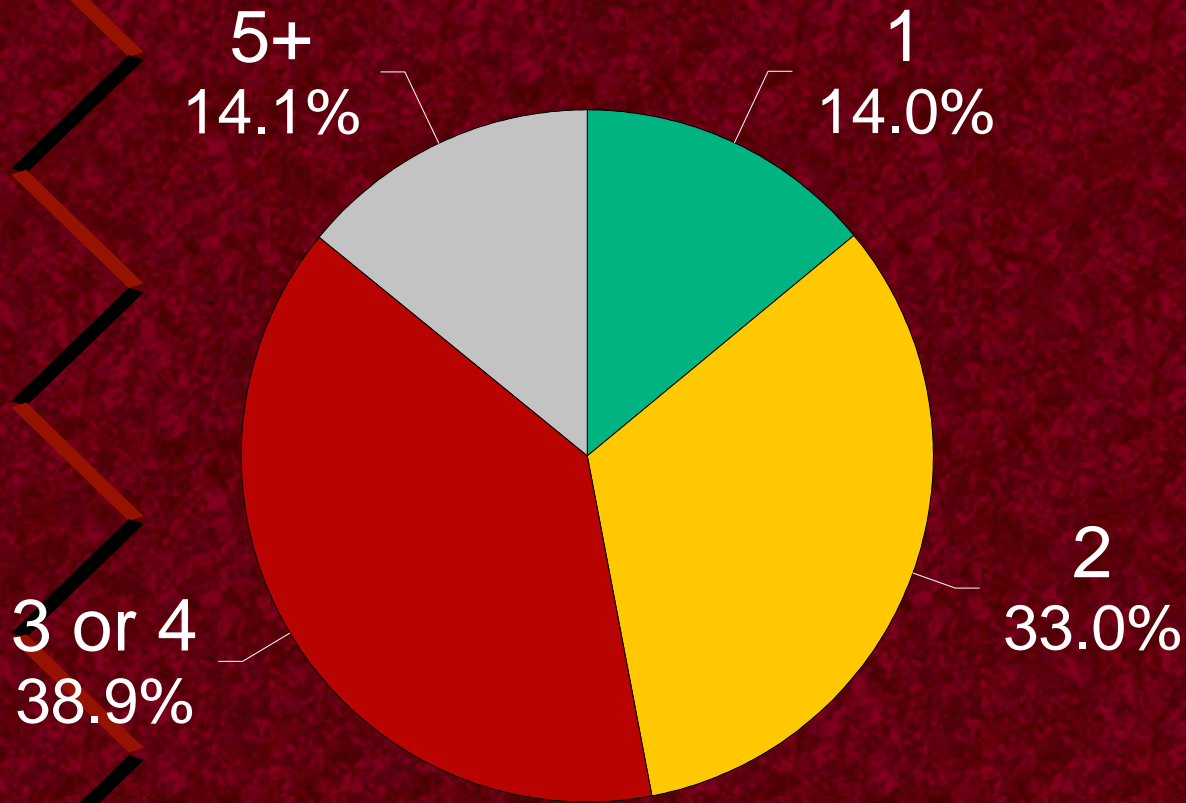


Country listener education level indexed to the market

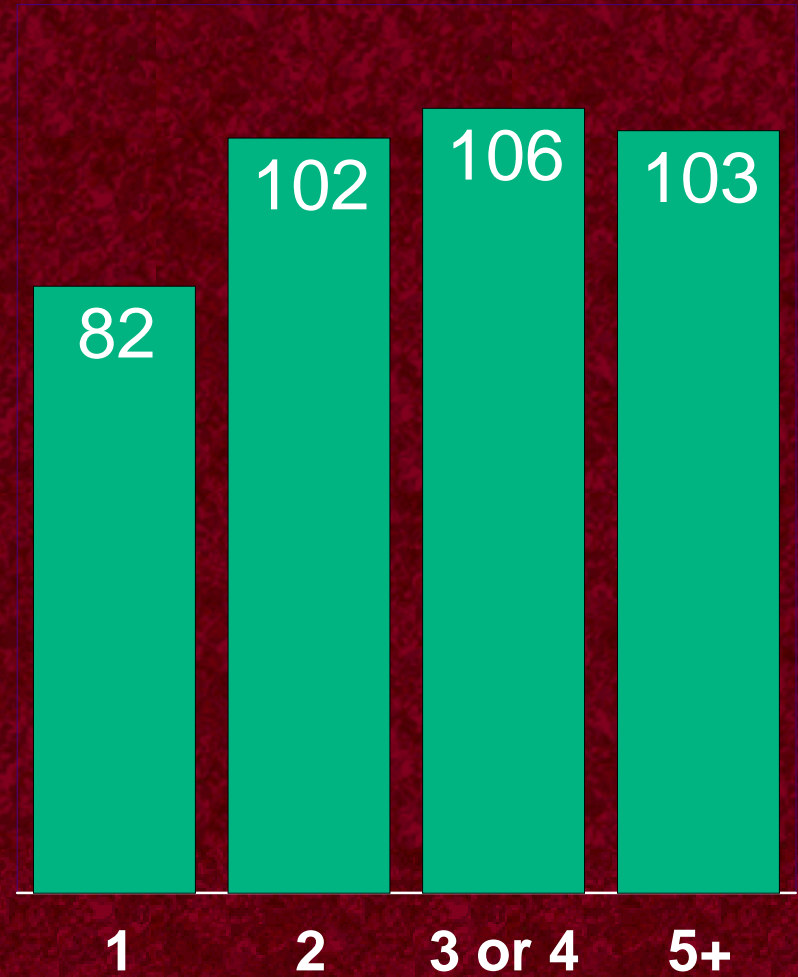


Family size

Percentage



Index



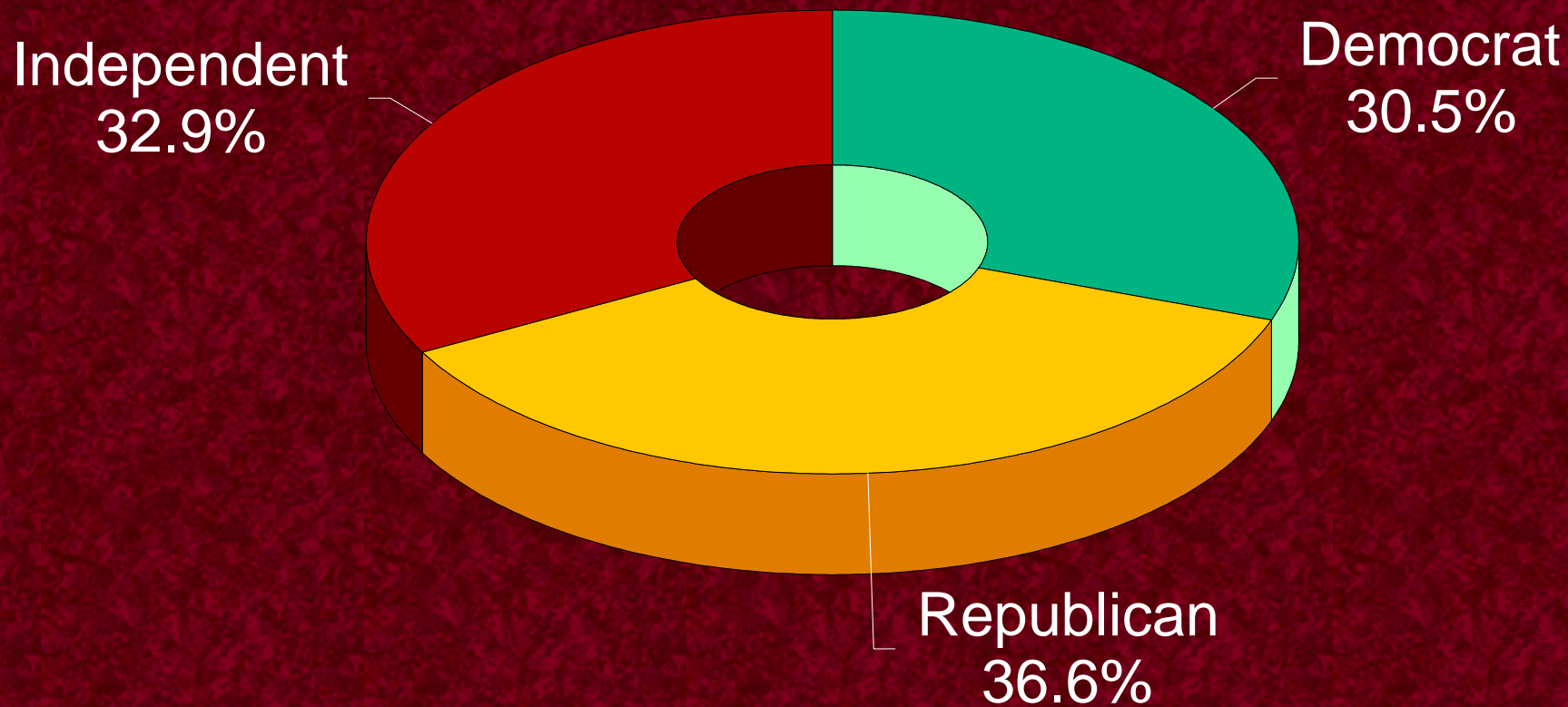
Income - in the solid middle



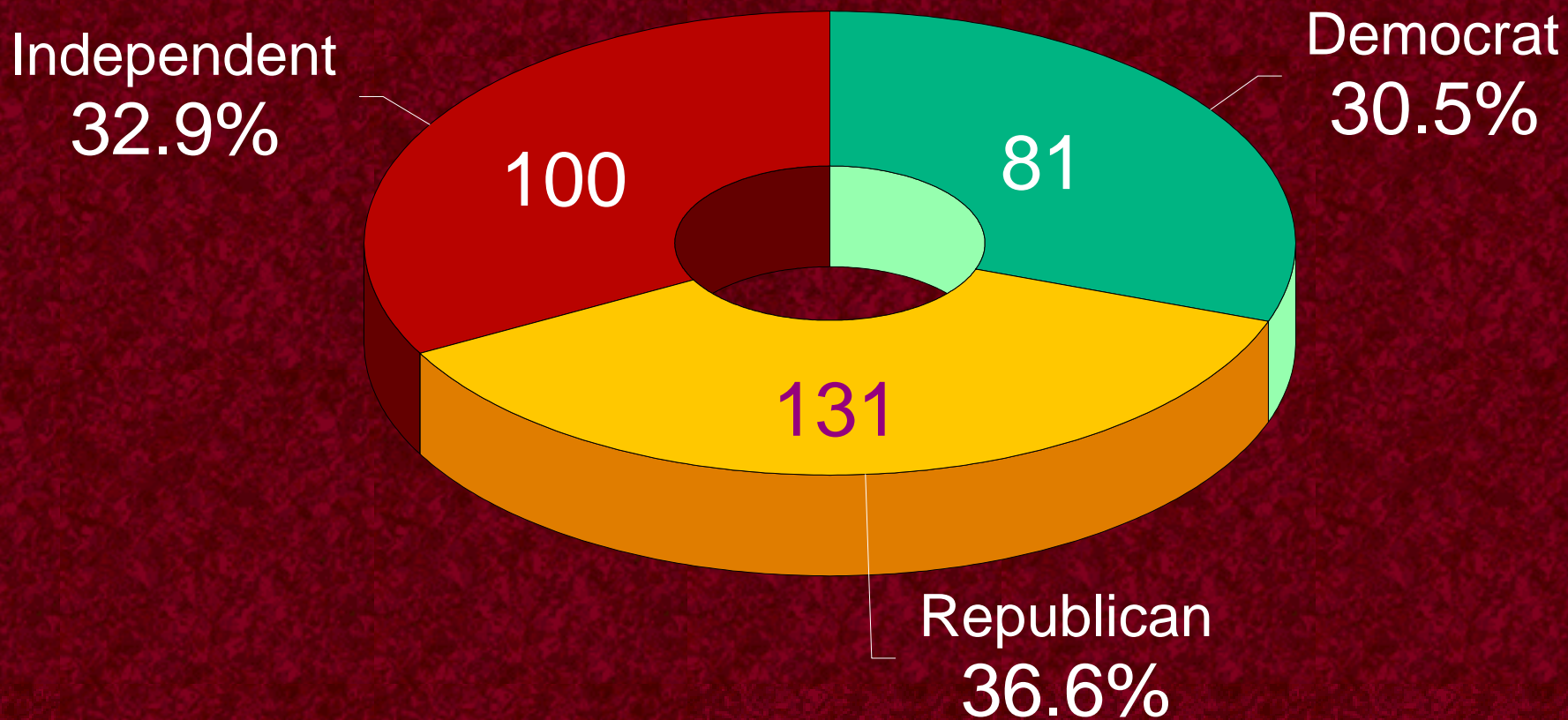
A quality audience for advertisers

25%	husband <u>and</u> wife employed	129
45%	children at home	109
74%	own home	112
79%	computer at home	104
9%	owns motor home	190
67%	owns cell phone	110

Political party affiliation



Political party affiliation - index

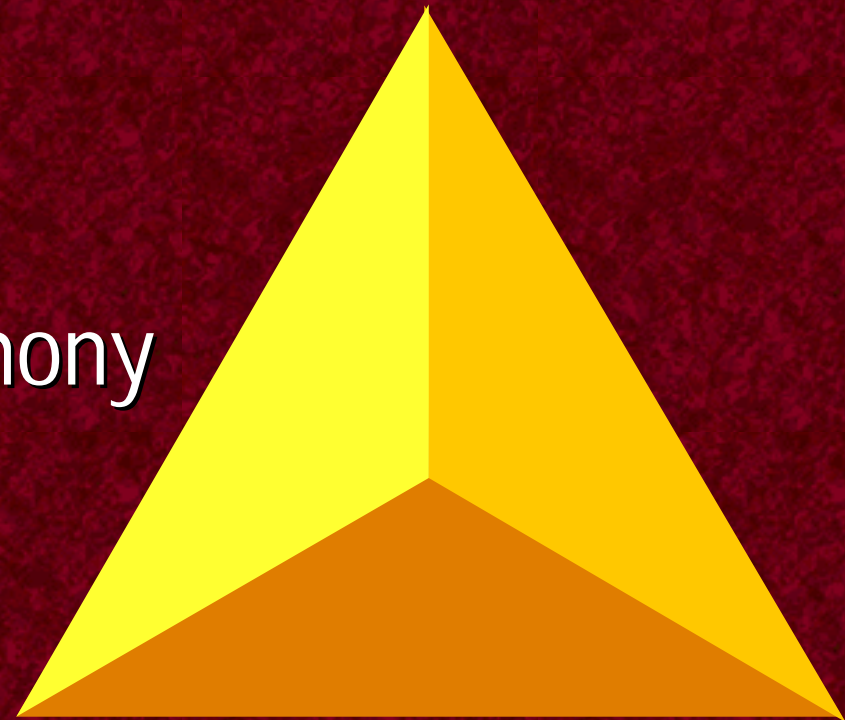


An active audience - index

hunting	223
fishing	160
golf 3+ times	113
major theme park	105
casino	114
country music concert	292

Data nugget

- ▶ Country music concert index 292
- ▶ 21.8% of audience
- ▶ 26.3% of audience
- ▶ theater/opera/symphony



Heavy car ownership & it's American

brands that index 110+

Chevrolet

Dodge

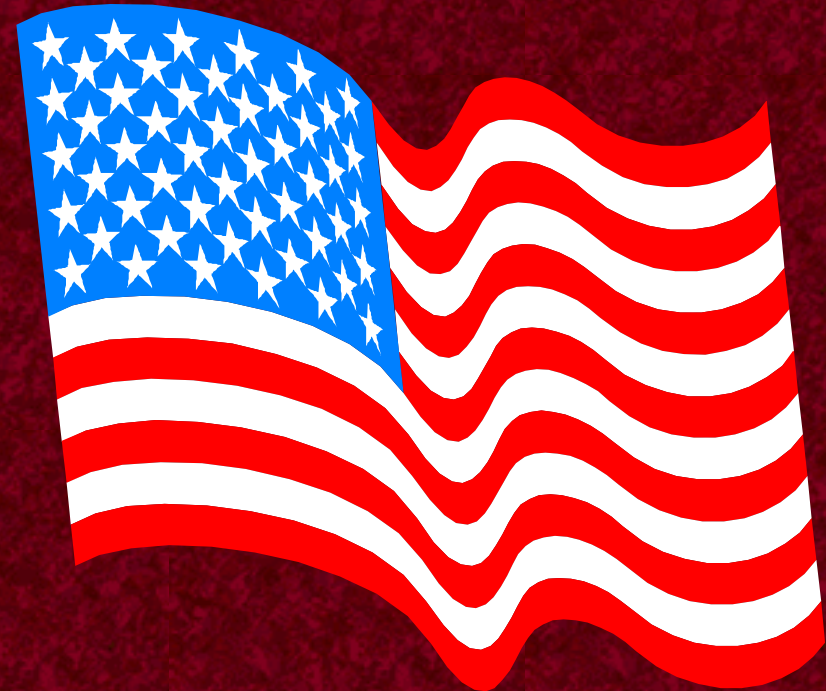
Ford

GMC

Jeep

Plymouth

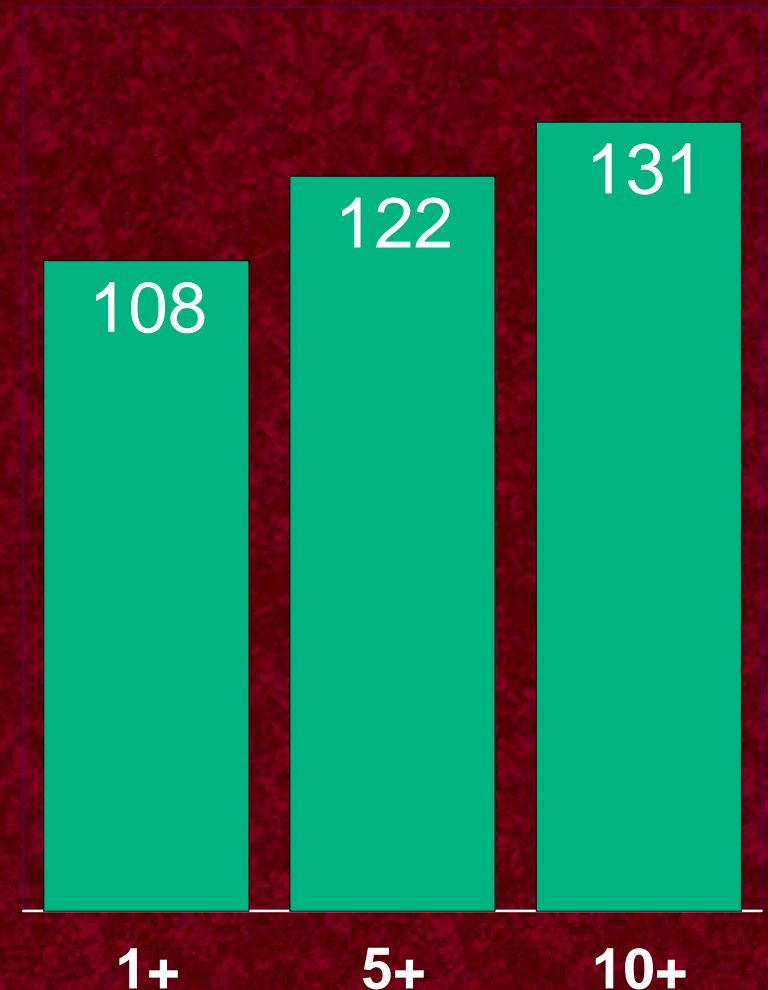
Pontiac



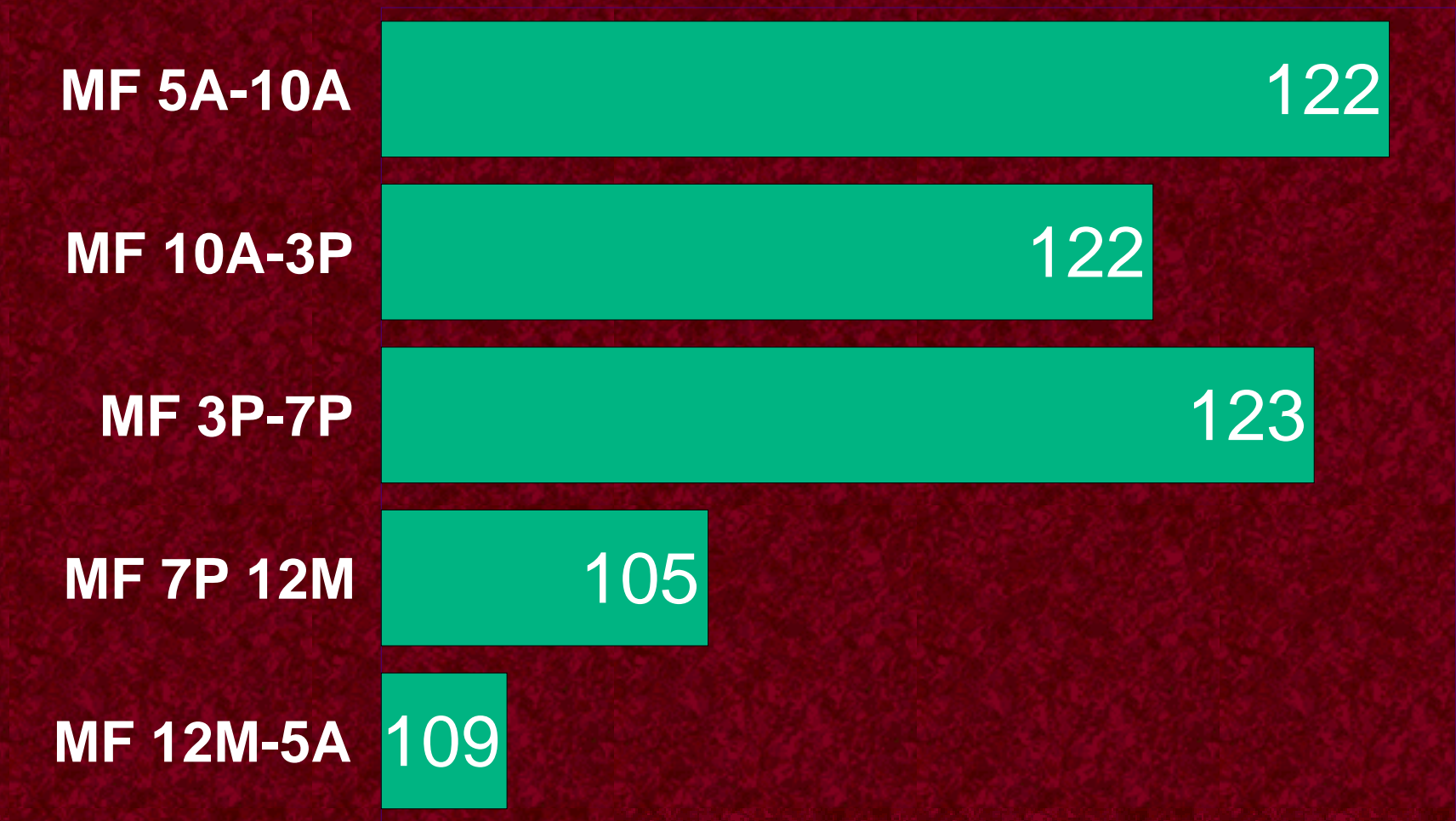
Heavy consumers of soft drinks

Coke	105
Pepsi	111
Dr Pepper	137
Mountain Dew	132

Consumption - Index



Country listeners are heavy radio users



Percentage of cume listening by daypart - index

Marketing to Diarykeepers

Better Month?

Better Weeks?

Better Days?

Hot Tips for Hot Zips?



New... Fast...In-depth...Saves time...

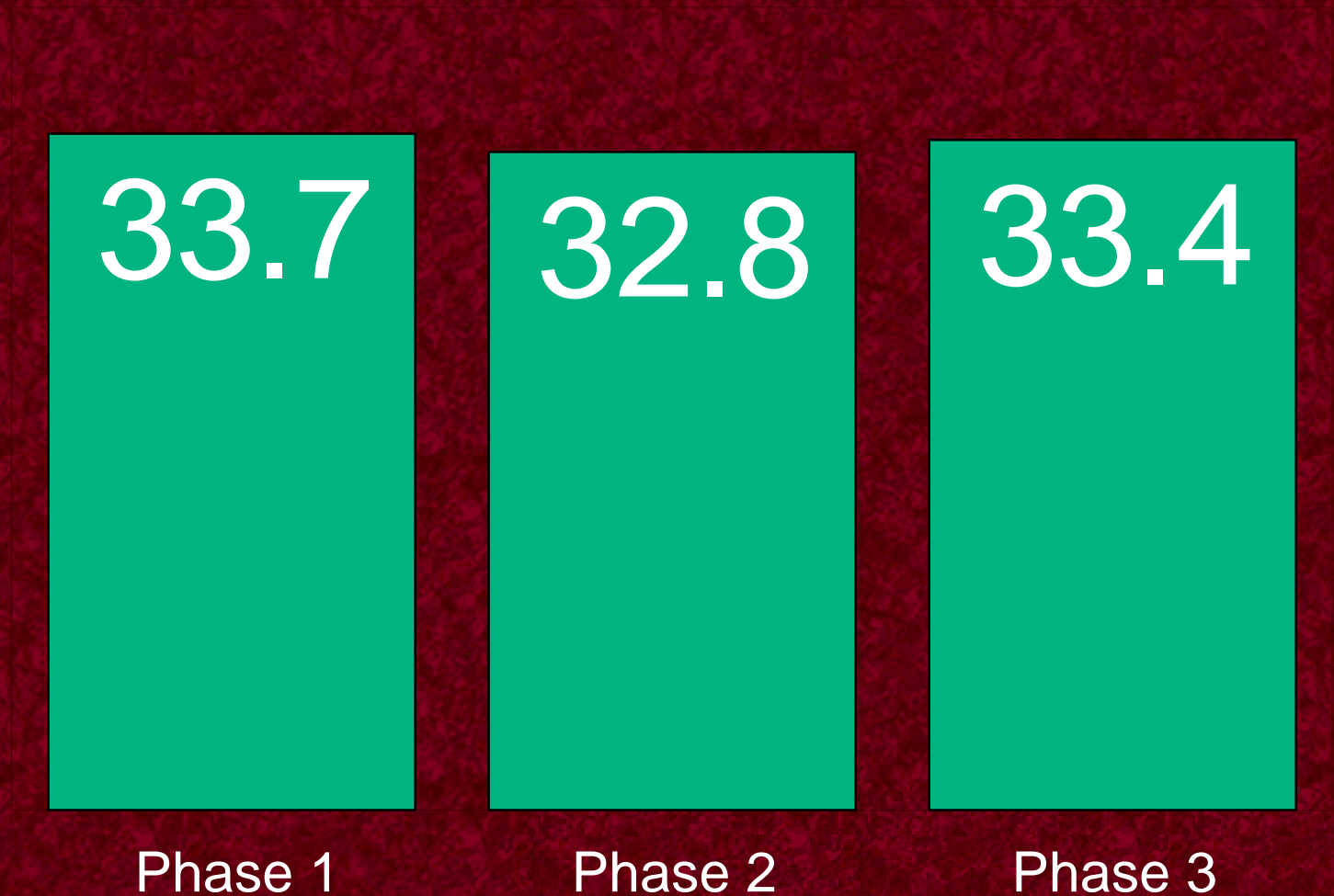
Instant Answersm

Call Rhody Bosley for a free
sample @ 410.833.9636

or email:

rbosley@ResearchDirectorInc.com

Better Month?

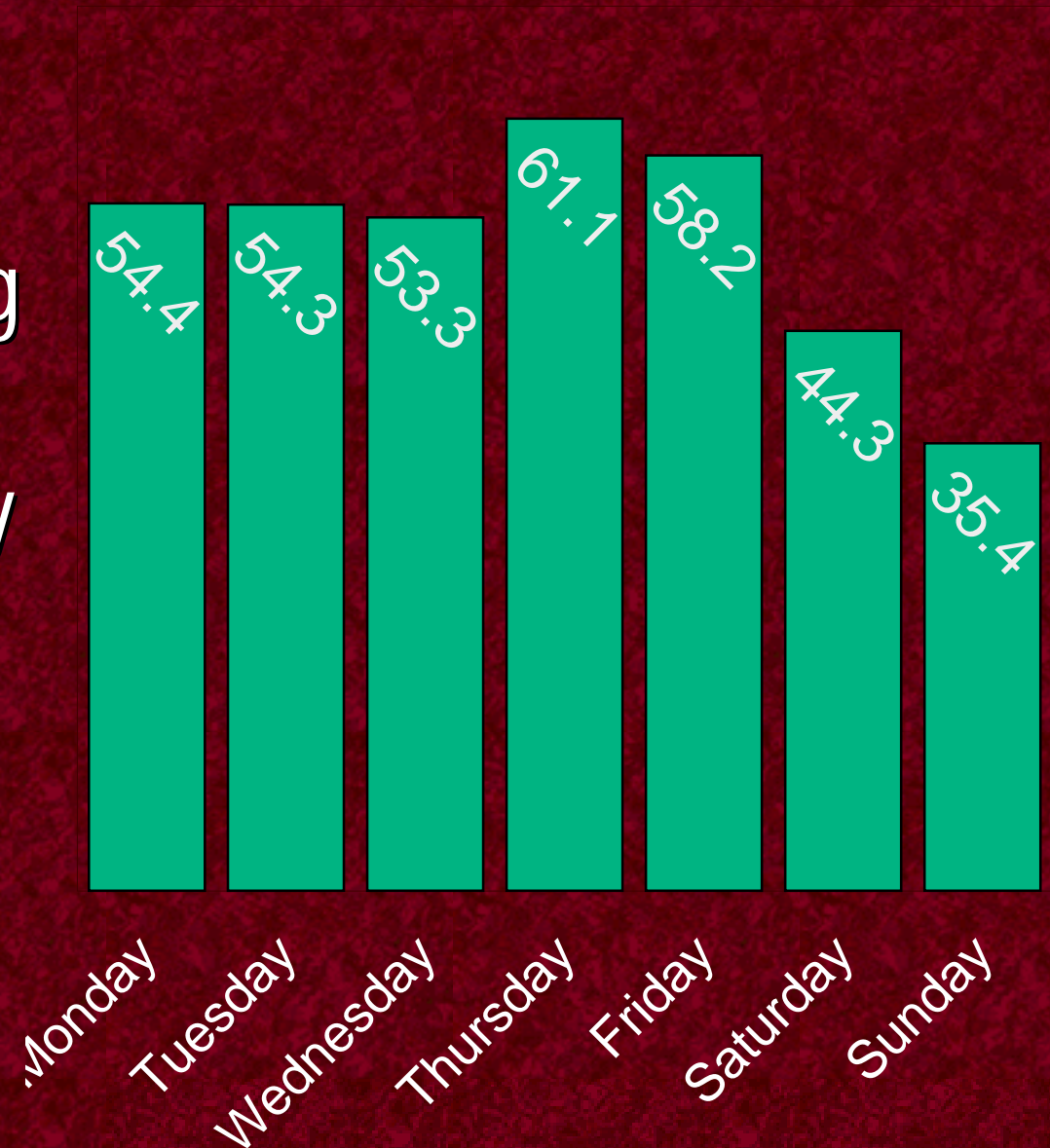


Better Week?



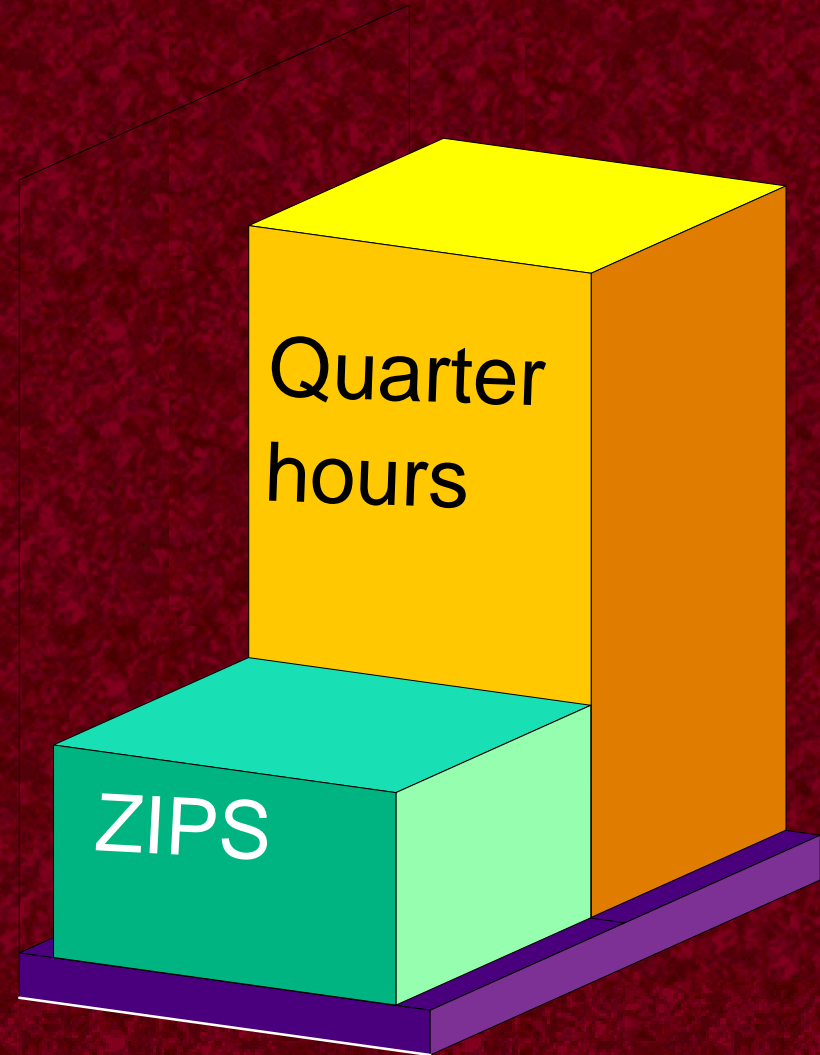
Better Day?

- ▶ promotions and marketing efforts can be effective every day



Hot Zips?

16.5% of Zips
in which station
is mentioned
accounts for 50% of
Qhrs



Hot Tips for Hot Zips

1. AQH not diaries [it's a quarter-hour game]
2. Always cover your First Preference zips first
3. Cover your Second/Third Preference zips next with particular interest to those that match First Preference zips
4. Attack competitor's Second/Third Preference zips if audience composition and geography is right.

Warning! Marketing Campaigns Change the Preference Profile

Marketing campaigns typically increase 2nd, 3rd, and 4th+ Preference while First Preference listeners remain the same



Win in the ratings!!!!!!

- ▶ Develop and Appeal to First Preference Listeners
- ▶ Recognize the Impact of Heavy Listeners
- ▶ Increase TSL by increasing number of occasions
 - more days
 - more locations
 - more dayparts
 - [more reasons to tune in]
- ▶ Increase TSL by increasing duration of listening
 - [reasons to continue listening]
 - [remove tune-outs]
- ▶ Market to Develop New Listeners

Profile of the Country Radio Listener



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