


# 5 Year Trend in Radio Listening Behavior

A special study of over  
500,000 Arbitron diarykeepers  
by  **Research Director Inc.**  
*the ratings experts*™





---

# Key Findings - 1999 vs. 1995

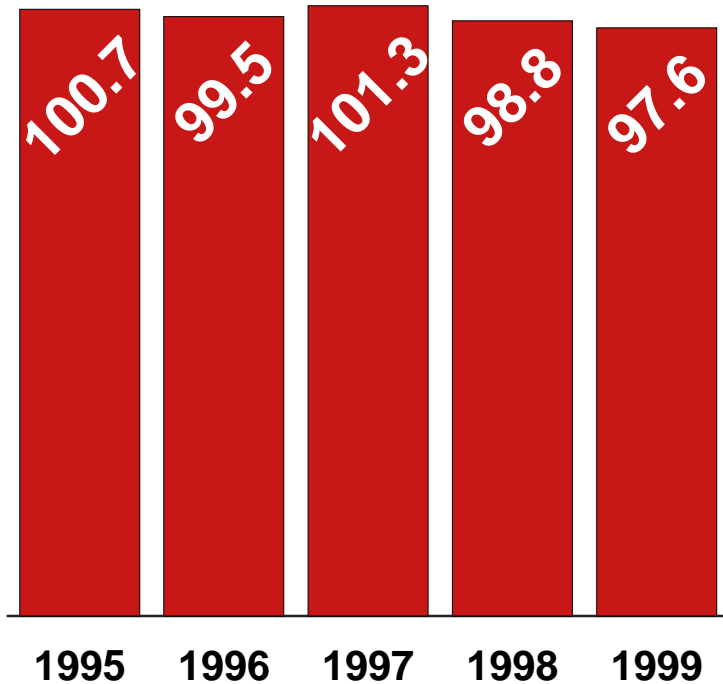
- Time spent listening to the average radio station is down 10.6%
- but time spent listening to radio is down just 3.1%
- because the average number of stations listened to has increased from 4.1 to 4.3
- The time spent listening was lost in both the average number of occasions of listening [down from 6.1 to 5.7] and the average duration of listening [down from 5.4 quarter-hours to 5.2 quarter-hours]
- There was a higher percentage loss on weekends than weekdays, but every day of the week had a lower percentage
- The percentage of the average station's audience that listened at-work is down 13% and at-home listening is down 6.4%.  
Meanwhile, in-car listening is up 1.4%



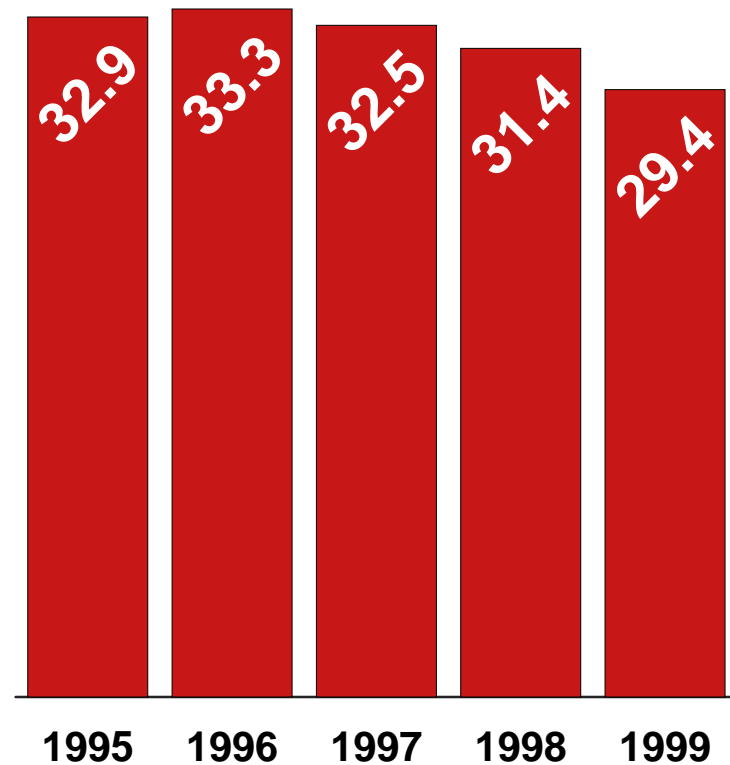
Time spent listening to radio is down 3.1% from 1995 to 1999, but the time spent listening to the average radio station is down 10.6% as diarykeepers are listening to 4.9% more stations.

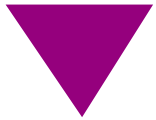
# Time Spent Listening [stated in quarter-hours]

## TSL to Radio



## TSL - Average station

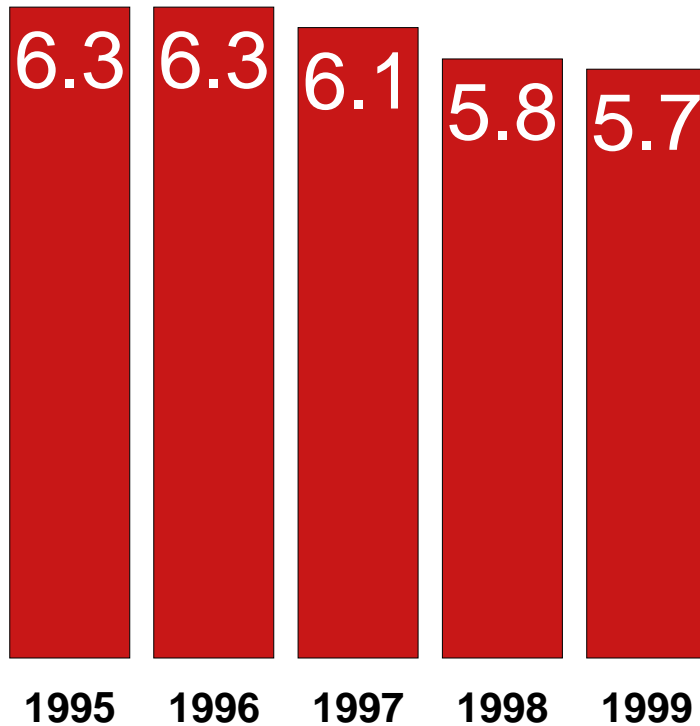




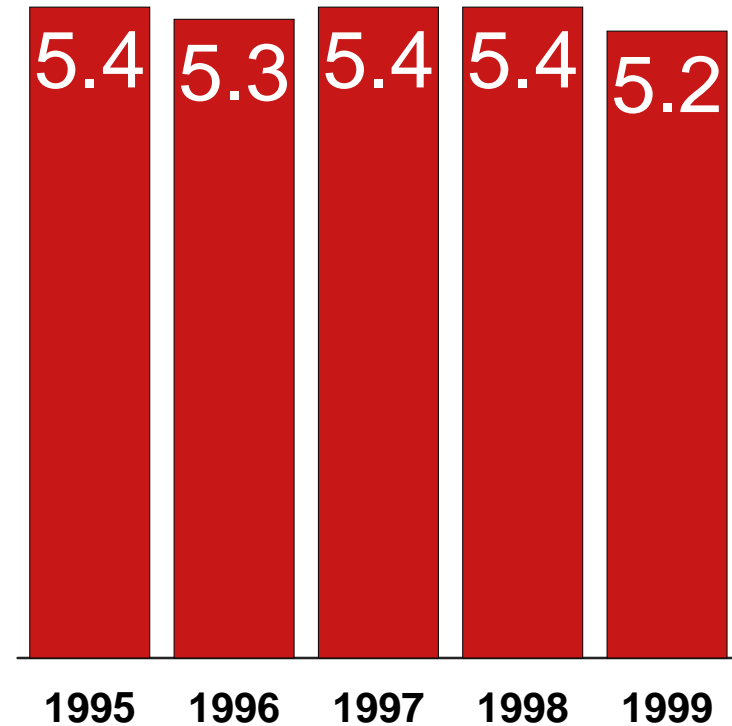
Arbitron diarykeepers are tuning in the average radio station fewer times in a week and listening a little less on each occasion.

# Occasions & Duration of Listening

## Occasions



## Average Duration



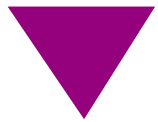


Every day of the week shows a lower percentage of the station's diarykeepers tuning in.

# Daily Diary Percentages

## [% change 1999 vs. 1995]

	1995	1996	1997	1998	1999	% chg
Monday	51.6%	52.6%	51.3%	50.5%	50.1%	-2.9
Tuesday	51.3%	52.7%	51.5%	50.3%	50.3%	-1.9
Wednesday	51.0%	51.7%	51.0%	49.6%	49.4%	-3.1
Thursday	58.3%	59.2%	57.7%	57.0%	57.2%	-1.9
Friday	55.5%	56.1%	55.2%	54.1%	54.2%	-2.3
Saturday	40.0%	41.3%	39.6%	38.7%	37.1%	-7.3
Sunday	31.7%	32.7%	31.7%	31.6%	30.4%	-4.1



Recycling of a typical station's audience between key dayparts declined comparing 1999 to 1995 data. For example, the percentage of audience that was recycled from M-F 6A-10A to M-F 10A-3P was off -6.7%.

# Daypart Recycling

	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P	M-F 7P-Mid	Wknd 6A-Mid
M-F 6A-10A		-6.1%	-6.3%	-8.5%	-8.8%
M-F 10A-3P	-6.7%		-8.2%	-10.9%	-9.8%
M-F 3P-7P	-4.6%	-2.9%		-5.7%	-6.8%
M-F 7P-Mid	-3.2%	-6.3%	-2.8%		-2.8%
Wknd 6A-Mid	-7.7%	-7.7%	-7.5%	-7.9%	



Comparing 1999 to 1995, both the percentage of a typical station's diarykeepers that listen at-home and the percentage that listen at-work dropped; meanwhile, the percentage of diarykeepers that listened in-car increased slightly and the percentage that listened in other locations of listening held steady.

## % of Station's Diarykeepers by Listening Location

	1995	1996	1997	1998	1999	% chg
<b>Home</b>	47	47	45	44	44	<b>-6.4%</b>
<b>Car</b>	72	73	73	74	73	<b>1.4%</b>
<b>Work</b>	23	22	23	22	20	<b>-13.0%</b>
<b>Other</b>	6	6	6	6	6	<b>0.0%</b>

# **PD PROFILE®**

---

## **3 important benefits**

### ■ **An Executive Summary that's easy-to-understand**

- ▶ *PD PROFILE*® provides you with a ratings analysis in plain English! You won't end up with reams of confusing computer printouts -- Research Director, Inc.'s unmatched expertise pinpoints your station's opportunities, risks and challenges.
- ▶ You'll learn the key points in a few short statements that will enable you to take decisive action -- or confidently stay the course.

### ■ **National norms to measure your station's success**

- ▶ Research Director, Inc. has tracked audience estimates through *PD PROFILE*® since 1991. Compare your ratings against a nationwide composite of successful radio stations in your format! This allows you to see risks and opportunities that might not be evident when looking at your local market data.

### ■ **Information you can't get elsewhere**

- ▶ This includes "hot zip codes" by average quarter-hour audience (Arbitron only provides "hot zips" by diaries) with a full-color map, audience flow by listening location, audience flow by preference level, plus the exact impact of "heavy listening" diaries on your station's ratings.

To order: contact Rhody Bosley 410-377-5859 or  
rbosley@researchdirectorinc.com

