

Get Better RESULTS For Your Advertisers

presented by Rhody Bosley



Research Director Inc.

the ratings experts SM

Special Presentation for the Radio Advertising Bureau

February 2001



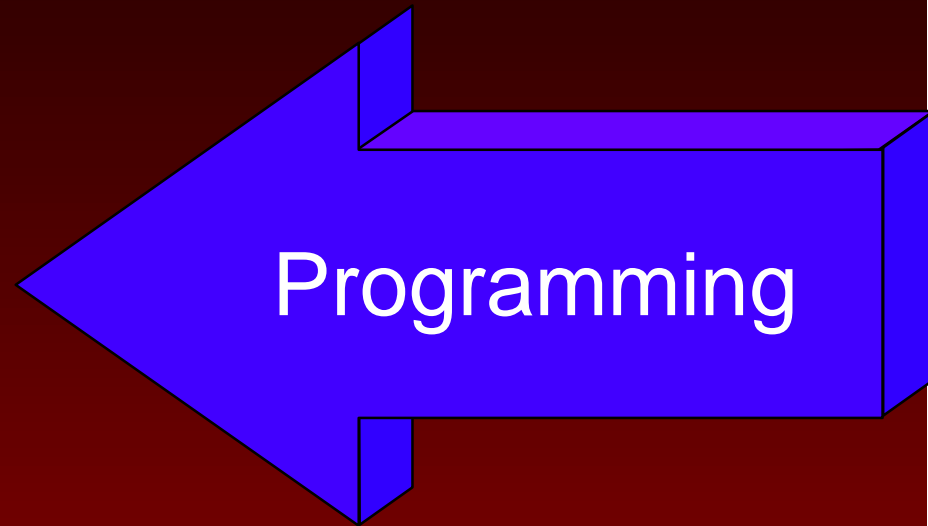
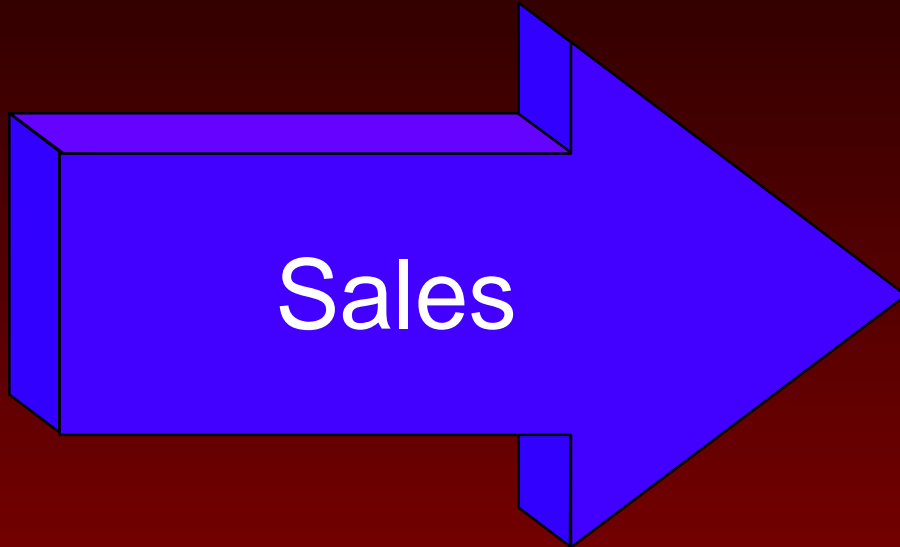
Get Better RESULTS For Your Advertisers

presented by Rhody Bosley

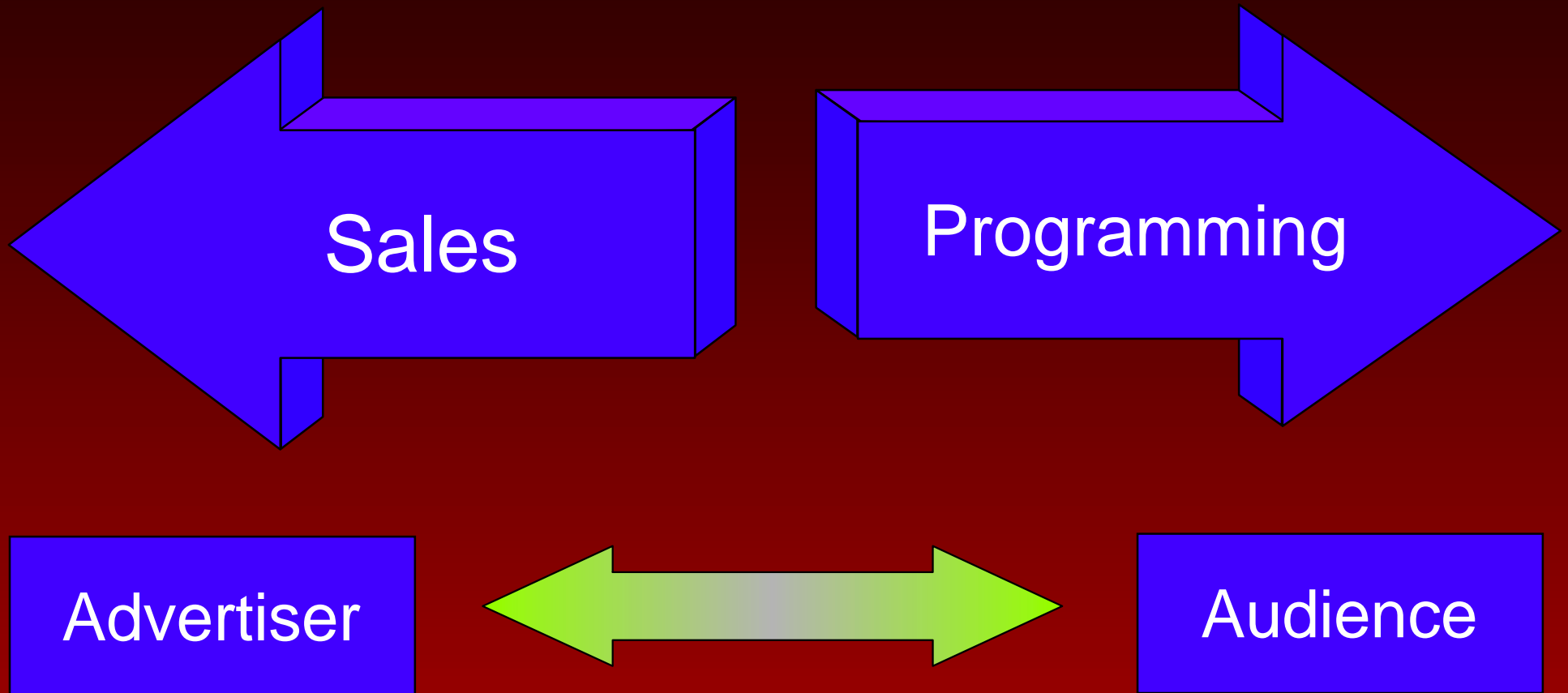


Research Director Inc.

the ratings experts SM



Ratings Analysis



Approach to Ratings Analysis

Sales

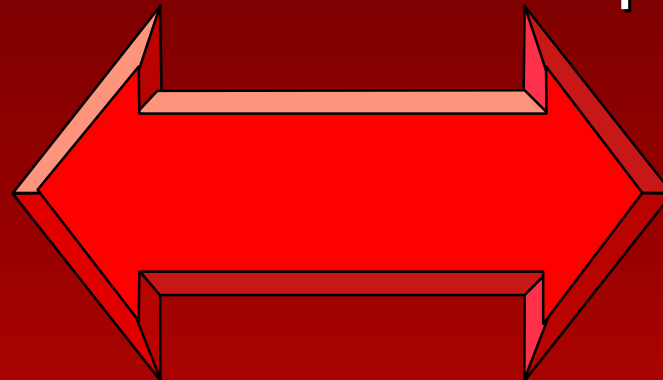
Best Foot Forward

- ▶ stories
- ▶ marketing
- ▶ defense

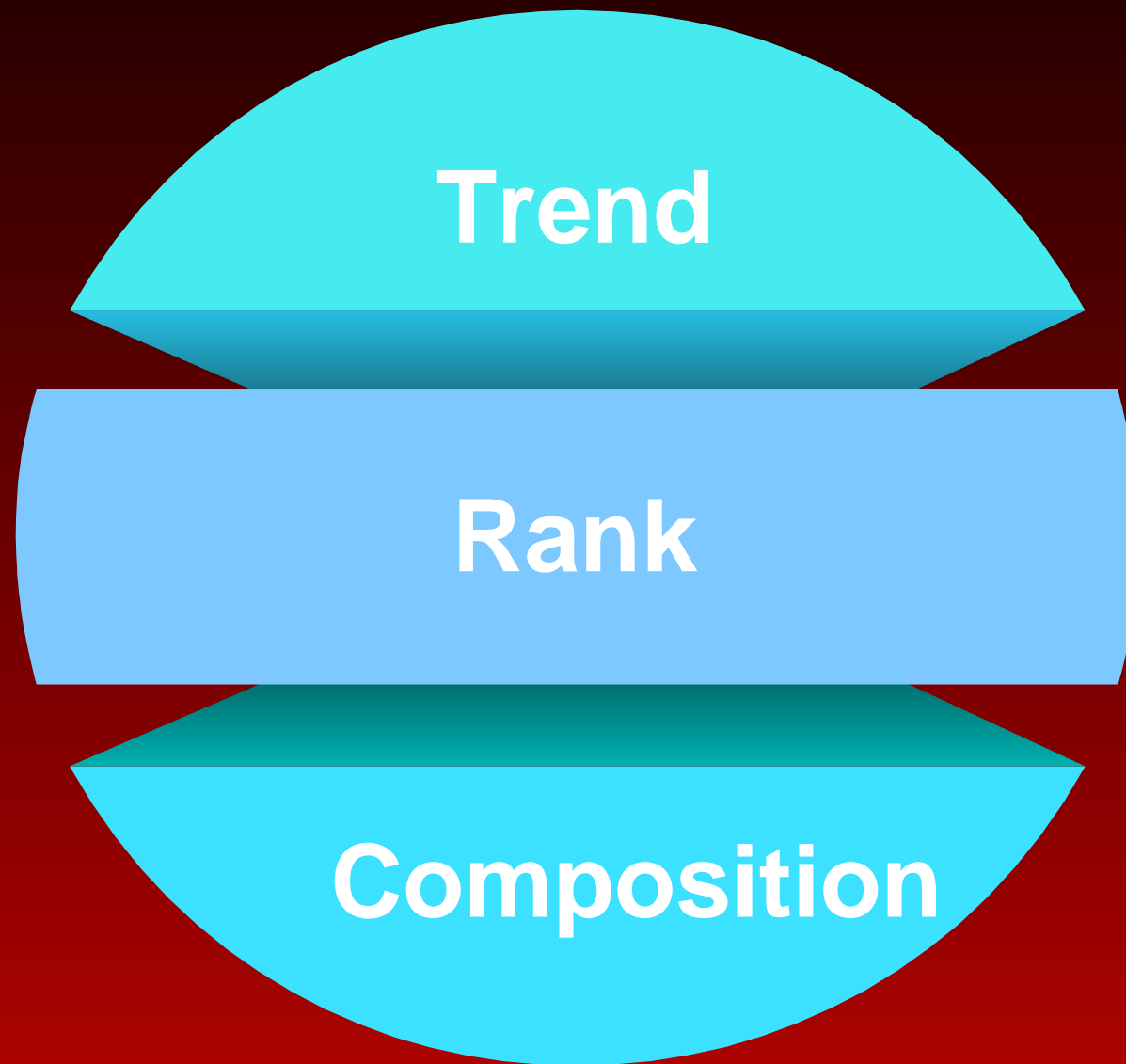
Programming

Usage

- ▶ audience flow
- ▶ preference
- ▶ occasions
- ▶ quarter hour sharing



Ratings Analysis



How do you get better RESULTS
for your advertisers ?

REALLY
know your
audience

Benefits to Your Advertisers

- ✓ better copy
- ✓ right reach
- ✓ best times
- ✓ optimum
frequency

Learn more about your audience



Study the ratings from a programmer's perspective.

Audience Flow

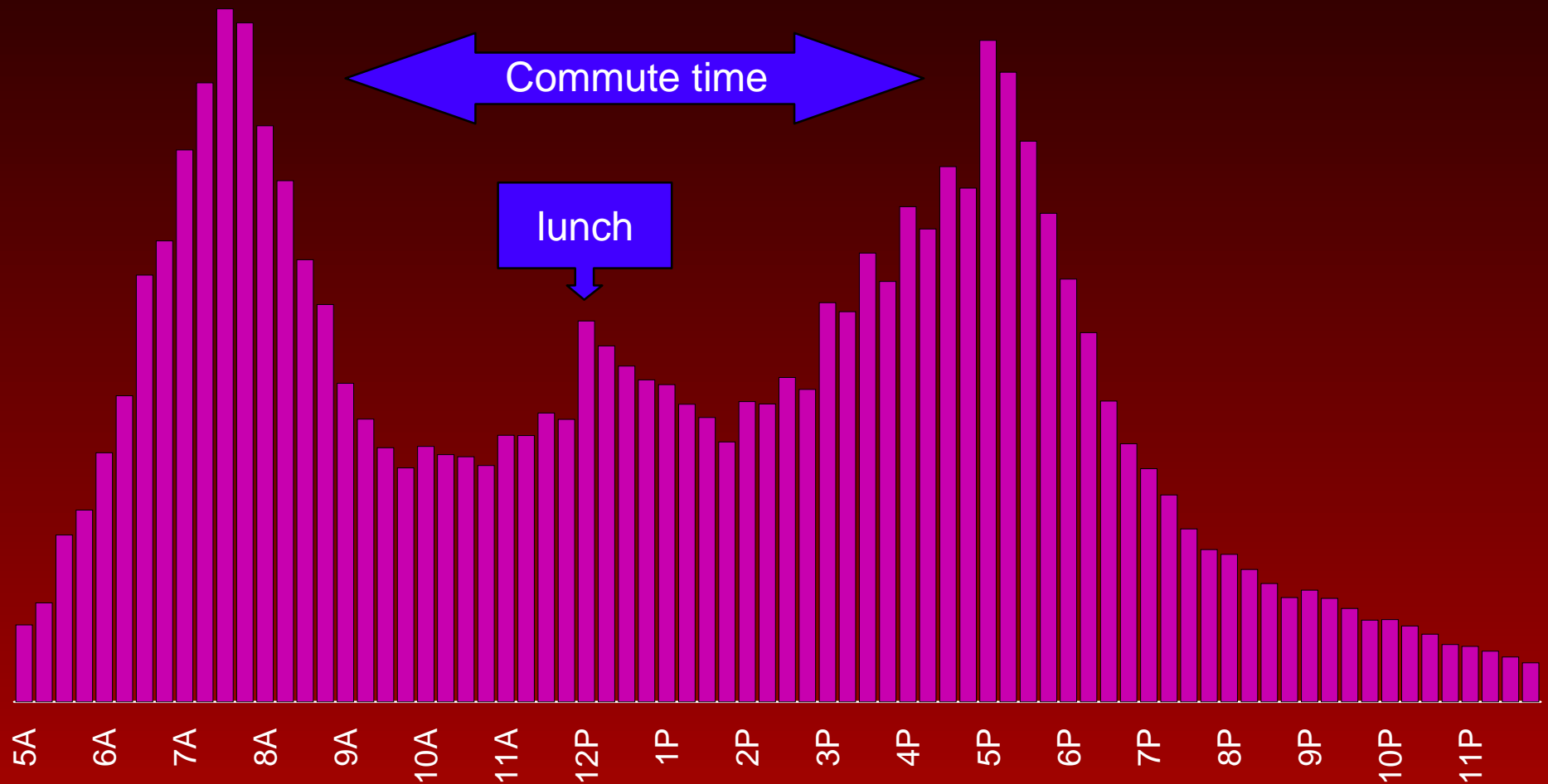
The listening pattern of the radio station observed quarter-hour by quarter-hour through a daypart:

- by listening location
- by Preference level



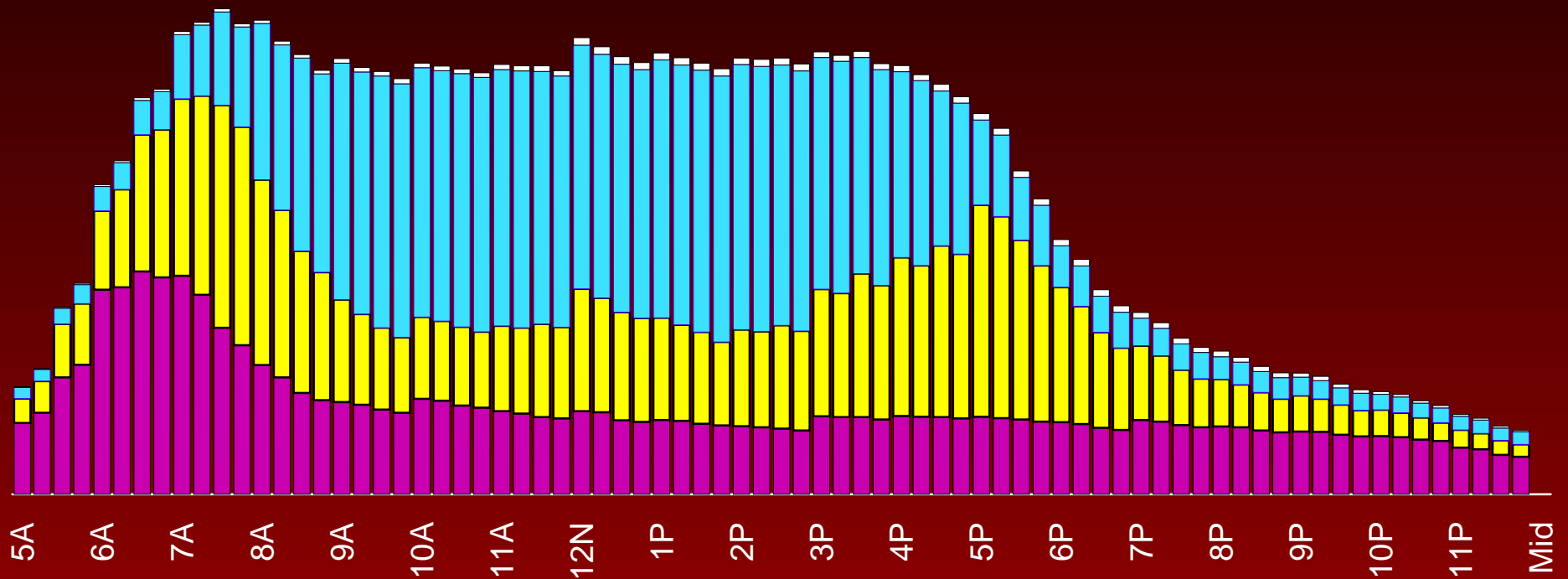
Check
your
workbook

There is an in-car audience all day



Source: *PD PROFILE*® Monday- Friday 5A - 12M, selected target audience, in-car quarter-hour mentions.

Audience Flow Mon-Fri 5A-12M by Listening Location

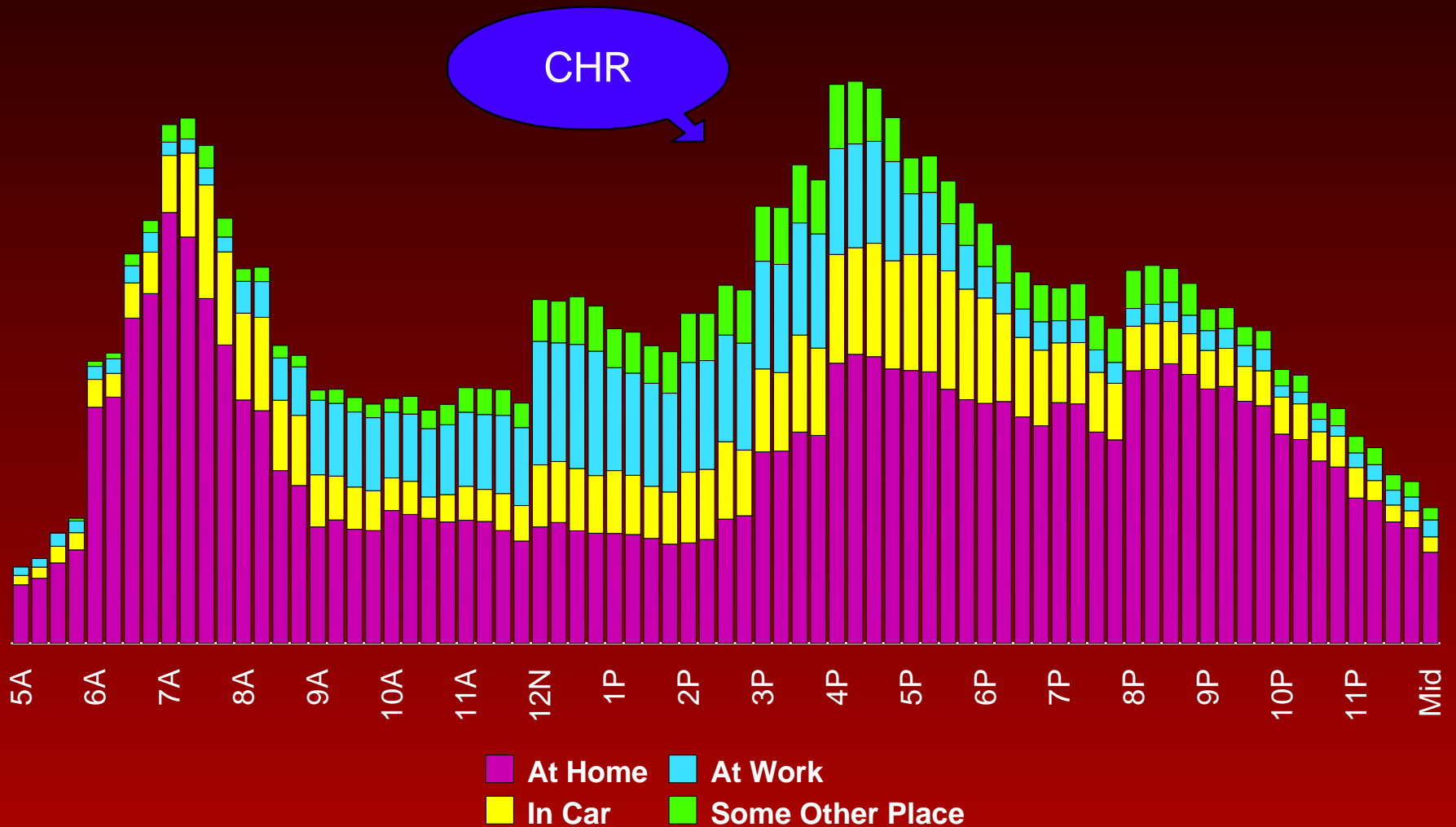


Source: PD PROFILE®
440,000 Diarykeeper Study
October, 1998

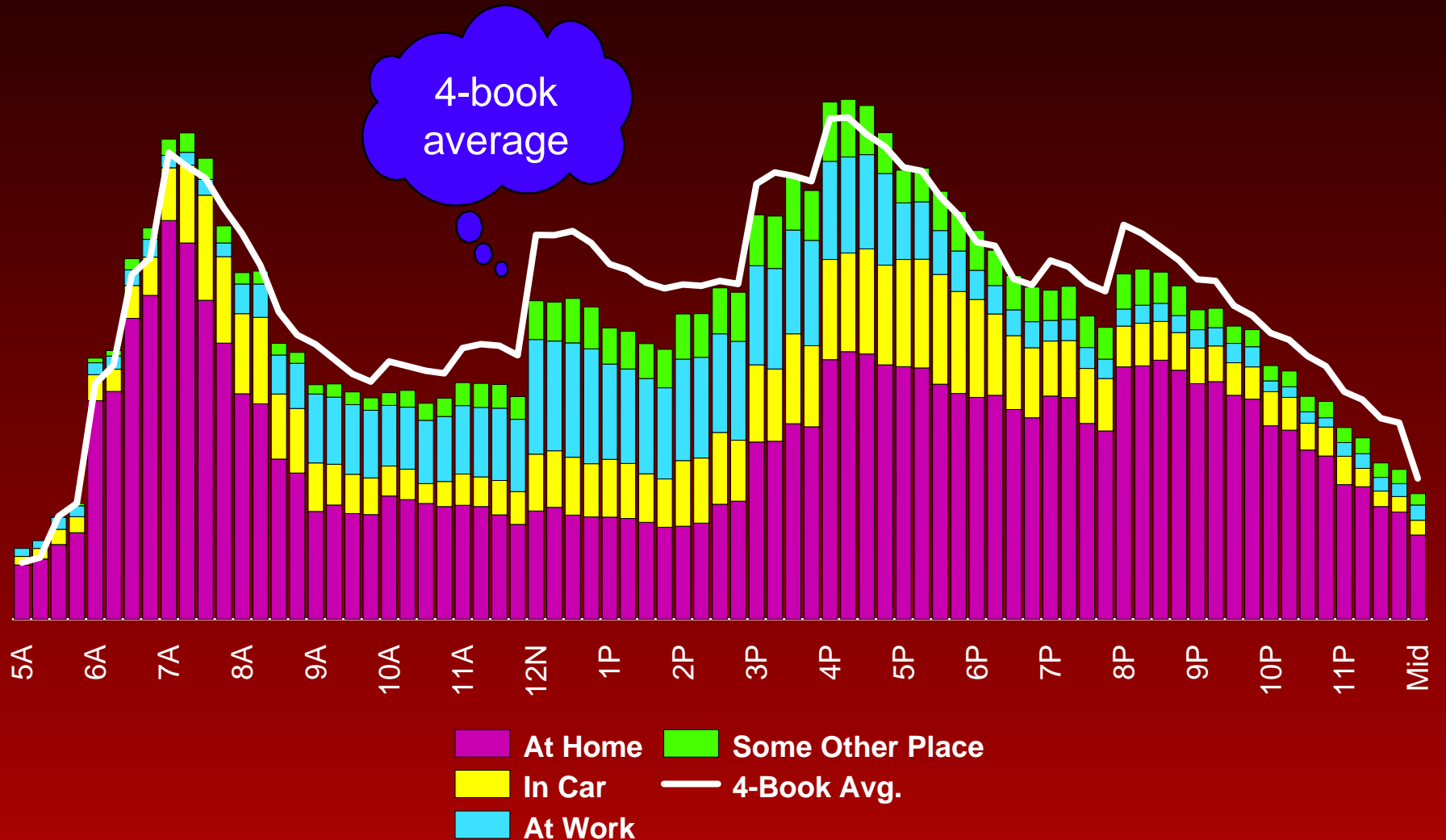
- OTHER
- WORK
- CAR
- HOME

Original data © Arbitron Ratings

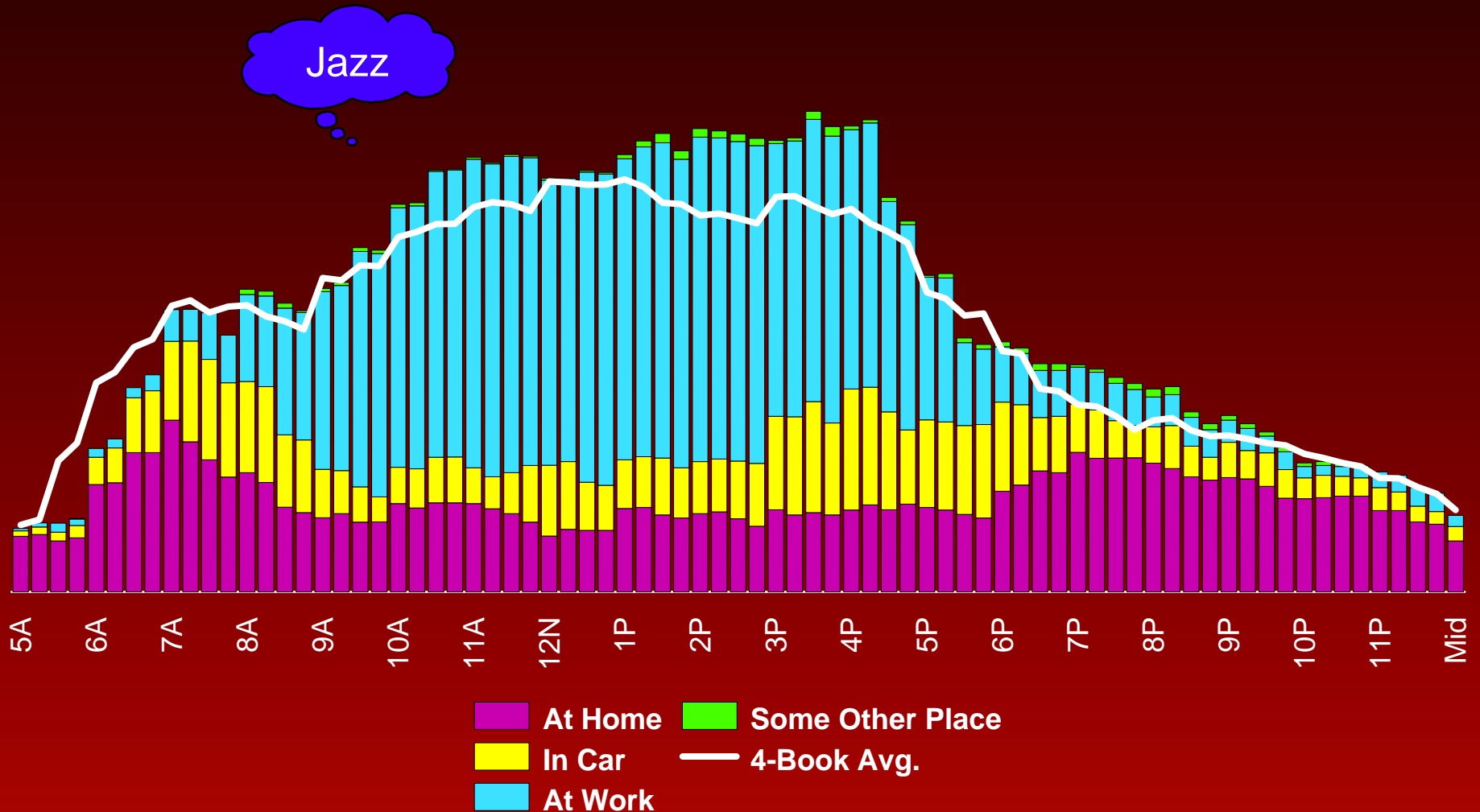
Weekday Audience Flow - AQH by Quarter-Hour & Location of Listening, P 12-34



Weekday Audience Flow - AQH by Quarter-Hour & Location of Listening, P 12-34

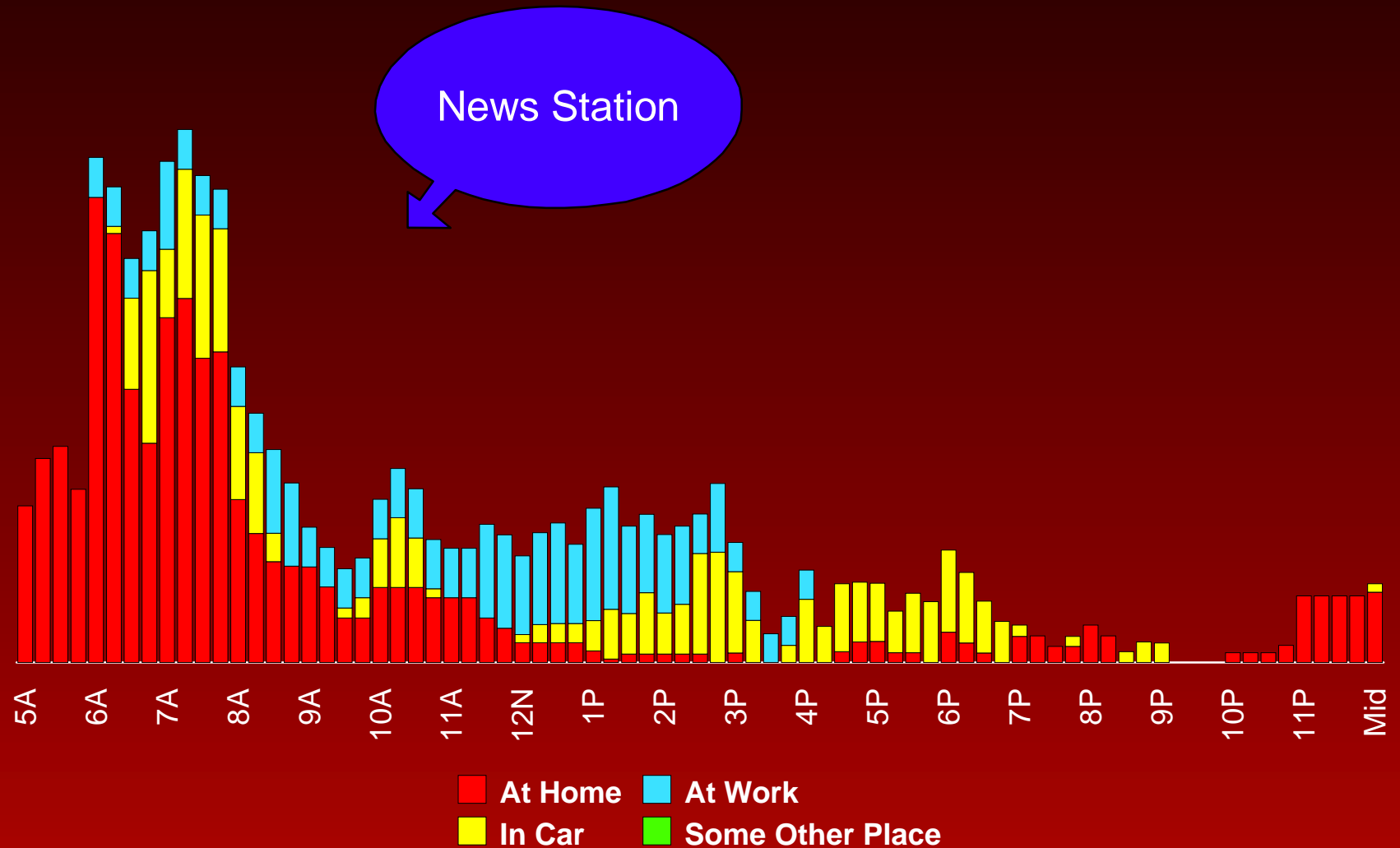


Weekday Audience Flow - AQH by Quarter-Hour & Location of Listening, P 25-54



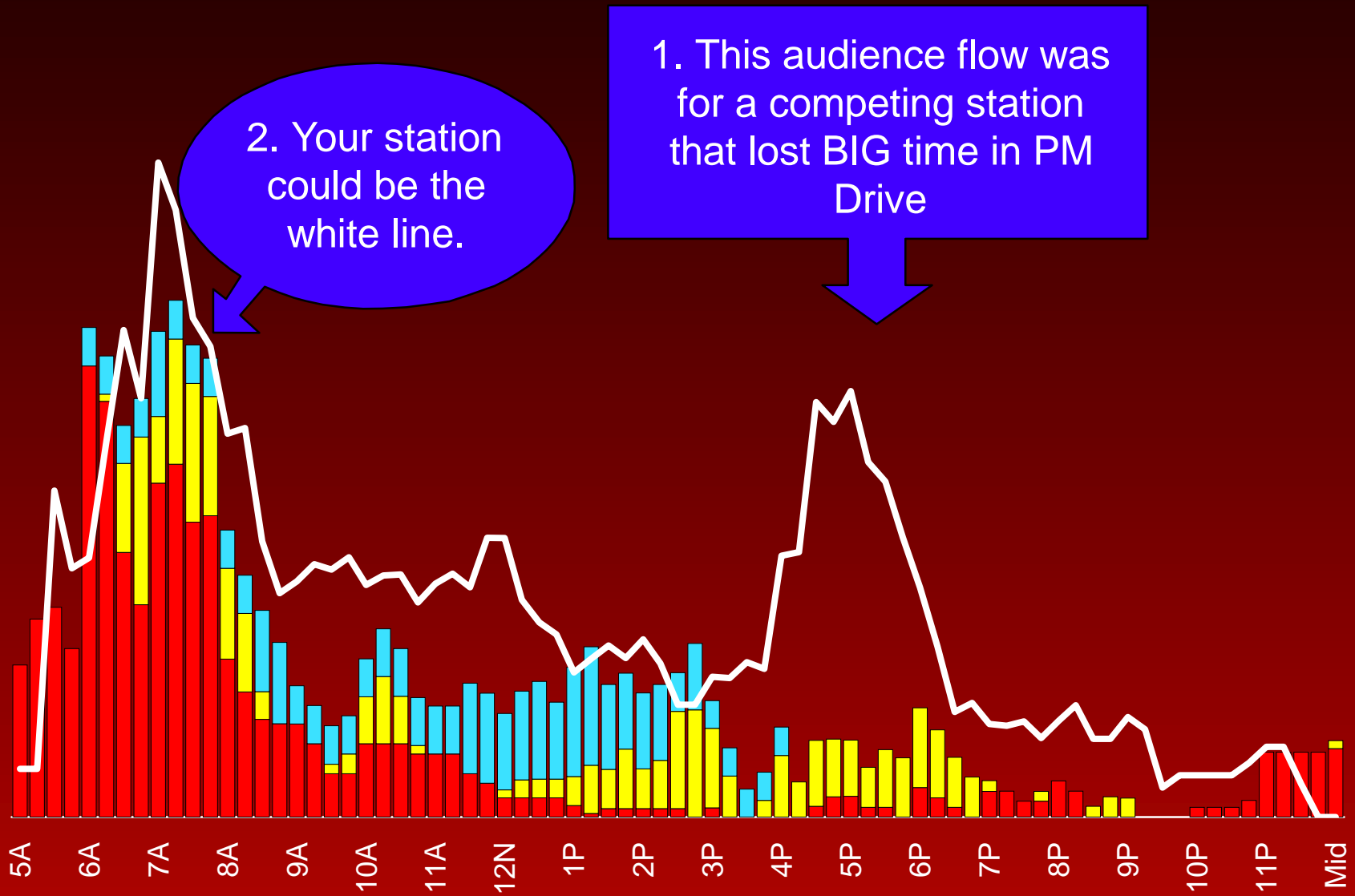
Weekday Audience Flow - AQH by Quarter Hour

Location of Listening - Persons 35-64



Weekday Audience Flow - AQH by Quarter Hour

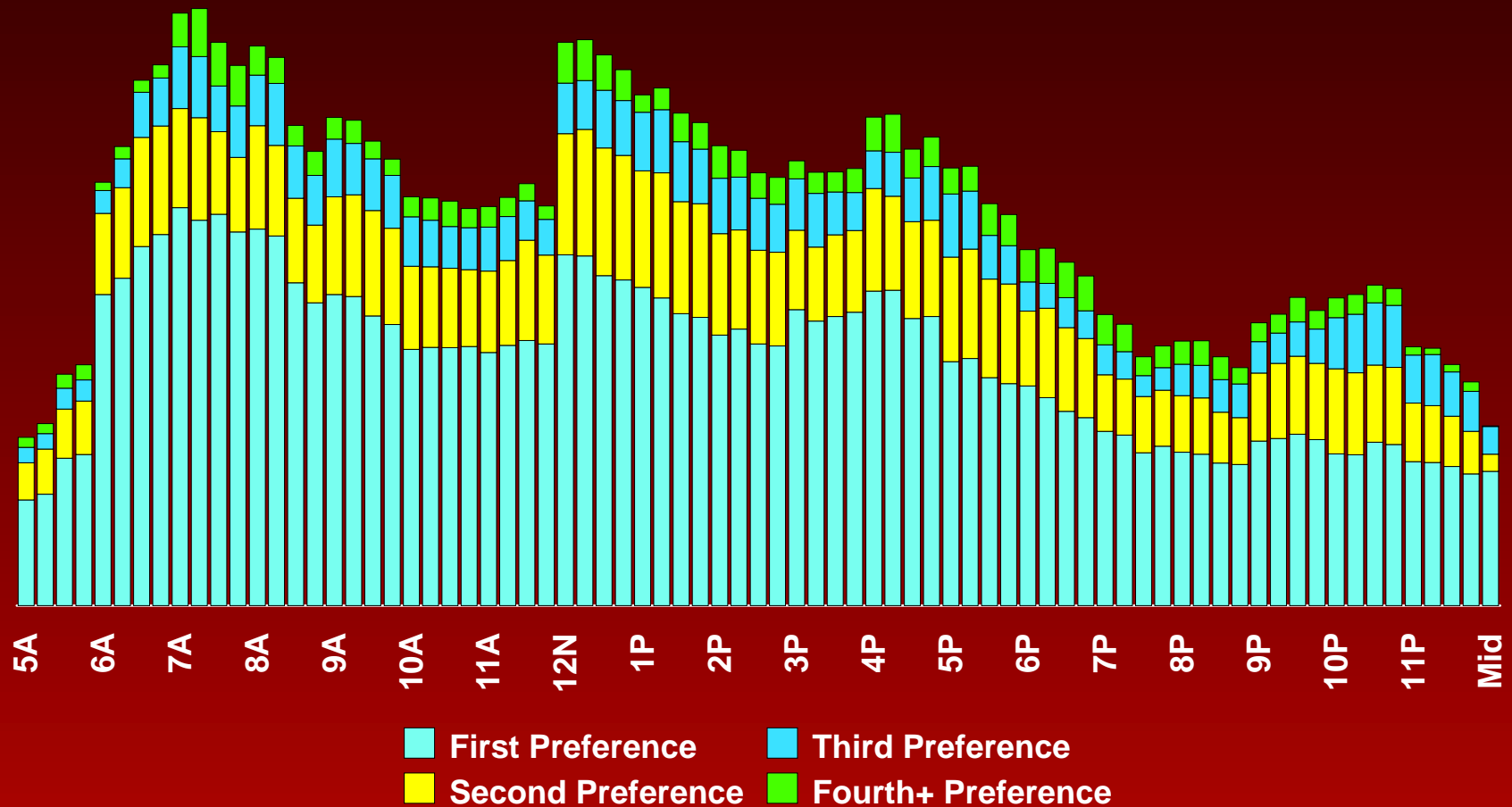
Location of Listening - Persons 35-64



2. Your station could be the white line.

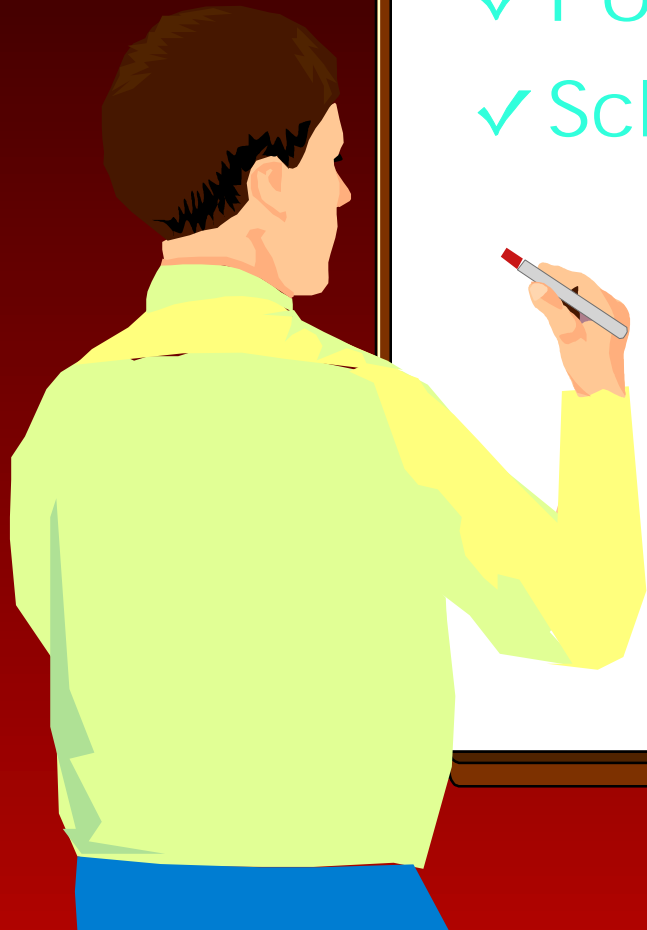
1. This audience flow was for a competing station that lost BIG time in PM Drive

Weekday Audience Flow AQH by Quarter-Hour by Preference Level, P 12+



Audience Flow - Sales Implications

- ✓ Positioning ad copy by time
- ✓ Scheduling



The "loyal" listener

- "loyal"
- "favorite station"
 - value judgement
 - no listening threshold
- "core audience"
- exclusive
- preference
- heavy user



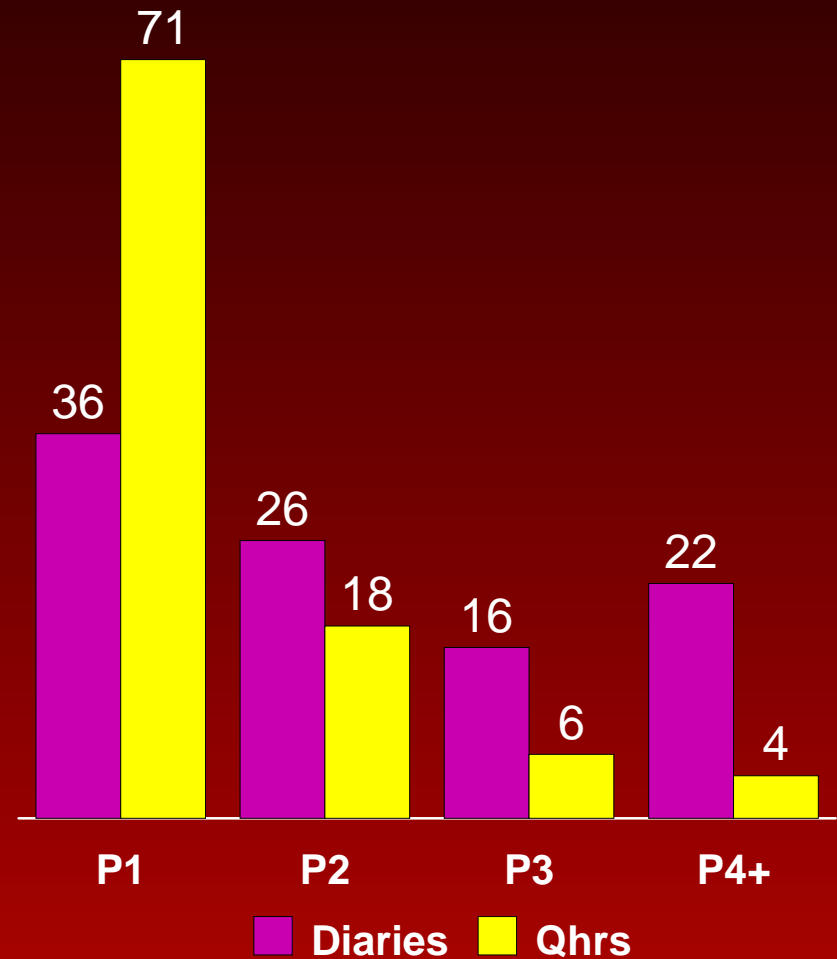
Preference

- the station the diarykeeper listens to more than any other
- Preference levels
 - P1 - First Preference
 - P2 - Second Preference
 - P3 - Third Preference
 - P4+ - Fourth+ Preference



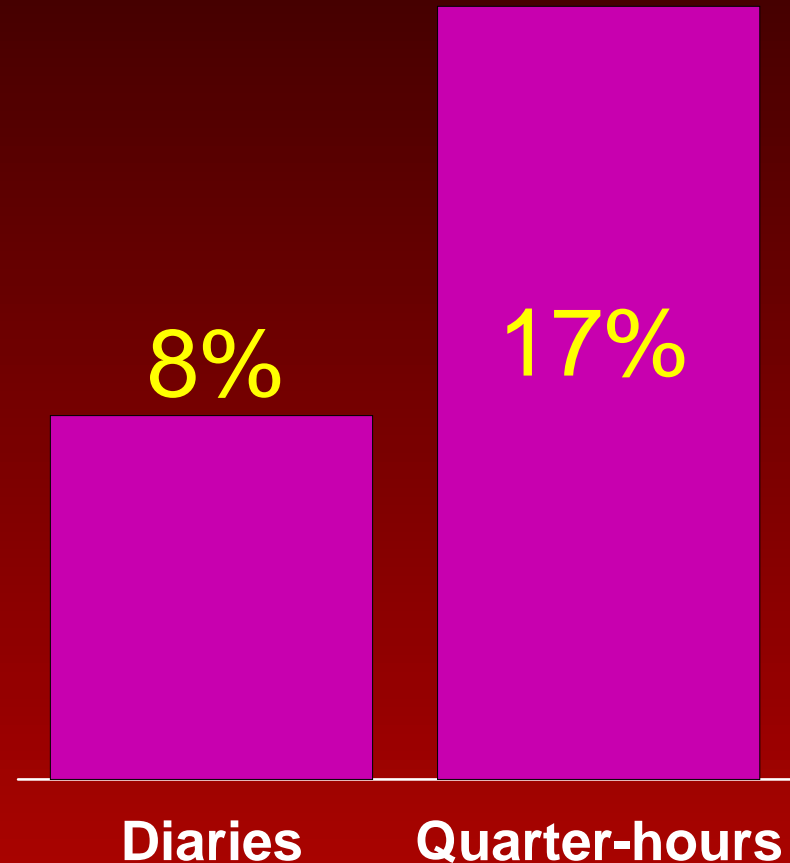
Preference Profile

- 71% of Qhrs / P1
- 36% of Diaries / P1



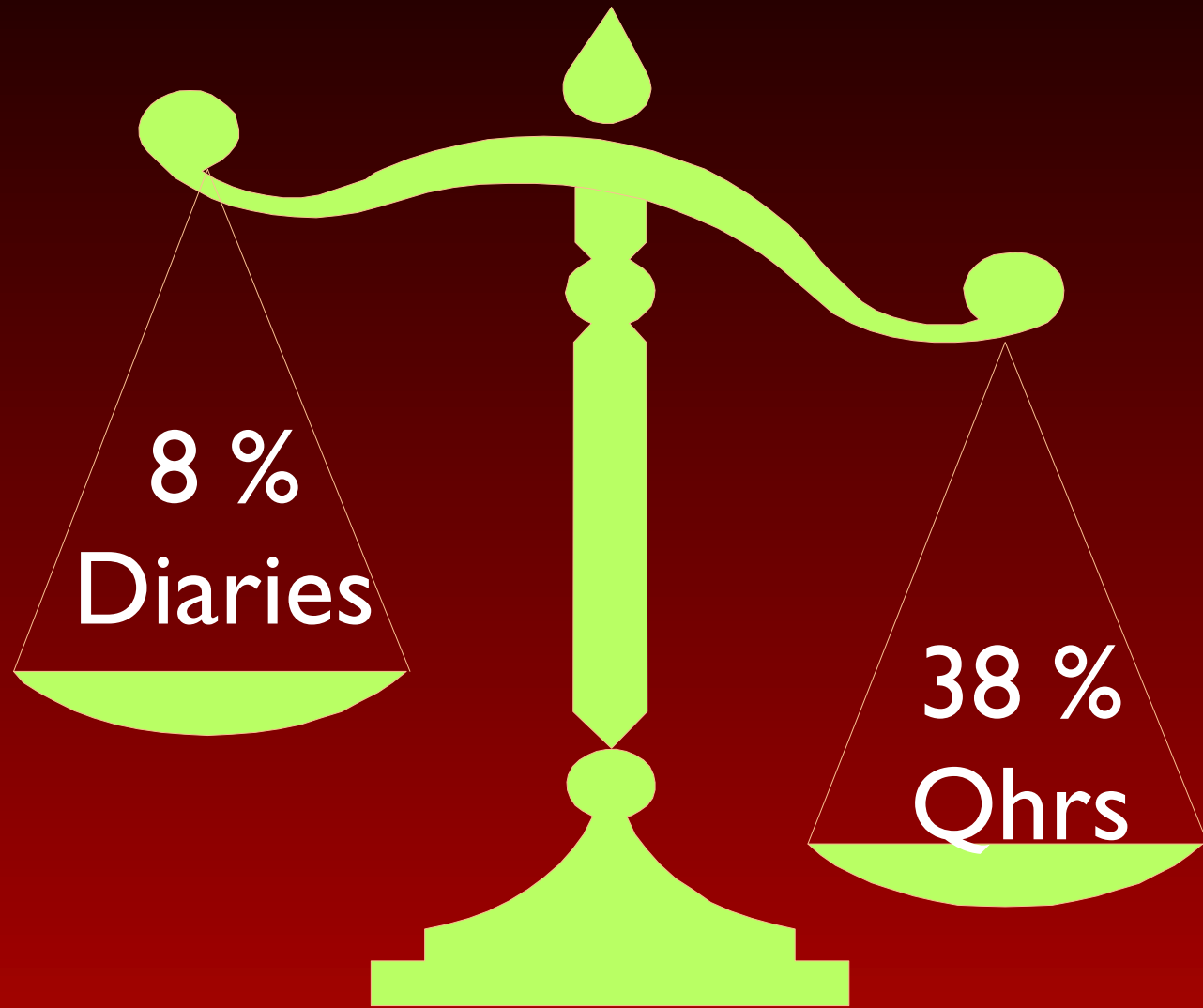
Exclusive Listeners

8% of
diarykeepers
are exclusive
listeners and
account for
17% of
quarter-hours

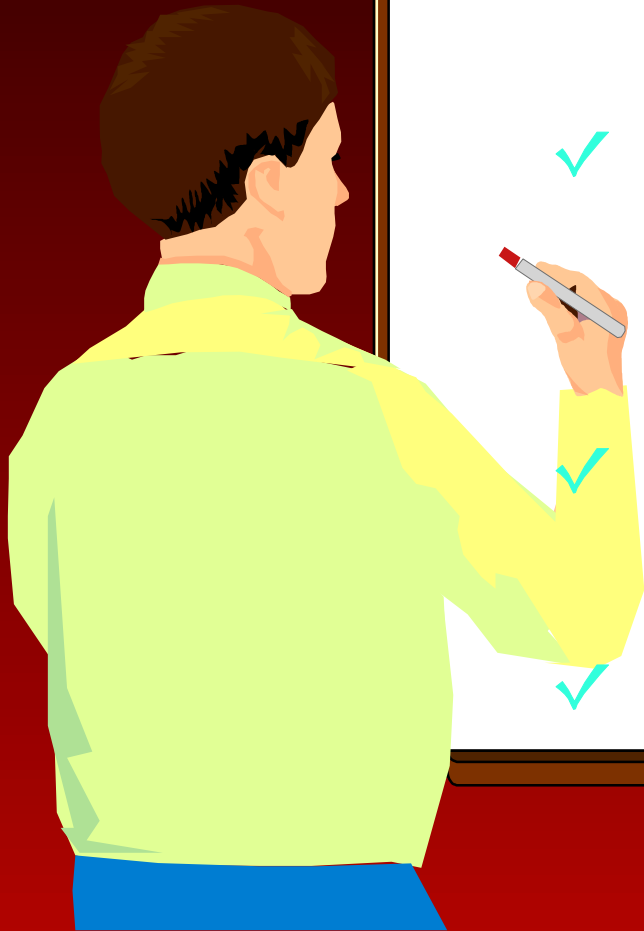


Heavy Listening

100 +
Quarter-hours
of listening per
week to a
single station



Loyal Audience - Sales Implications

- 
- ✓ Can reach this audience no where else
 - ✓ Can reach a segment of the audience most efficiently
 - ✓ Can build frequency quickly
 - ✓ credibility

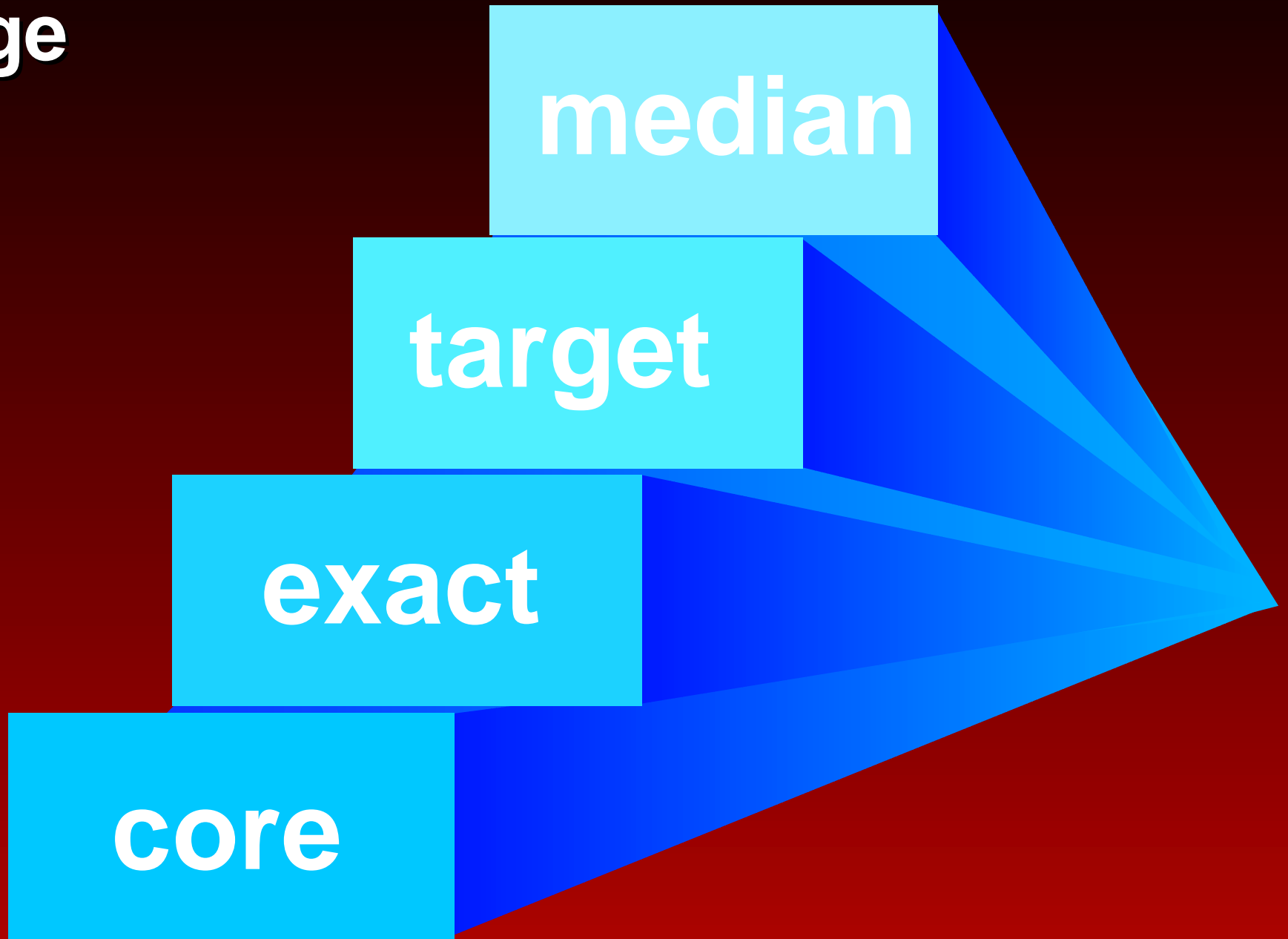
Target Audience - Composition

age, sex,
ethnicity

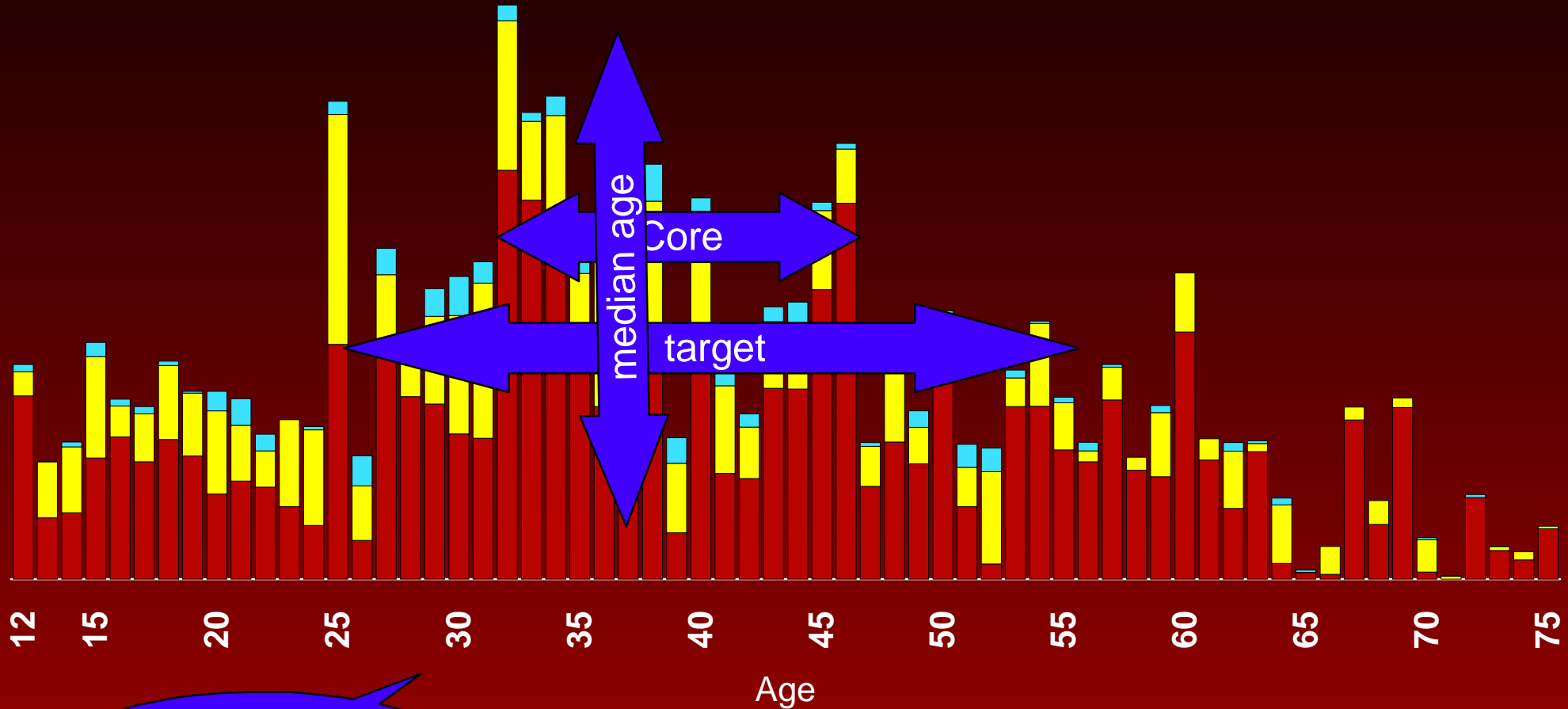
geography

location of
listening

Age



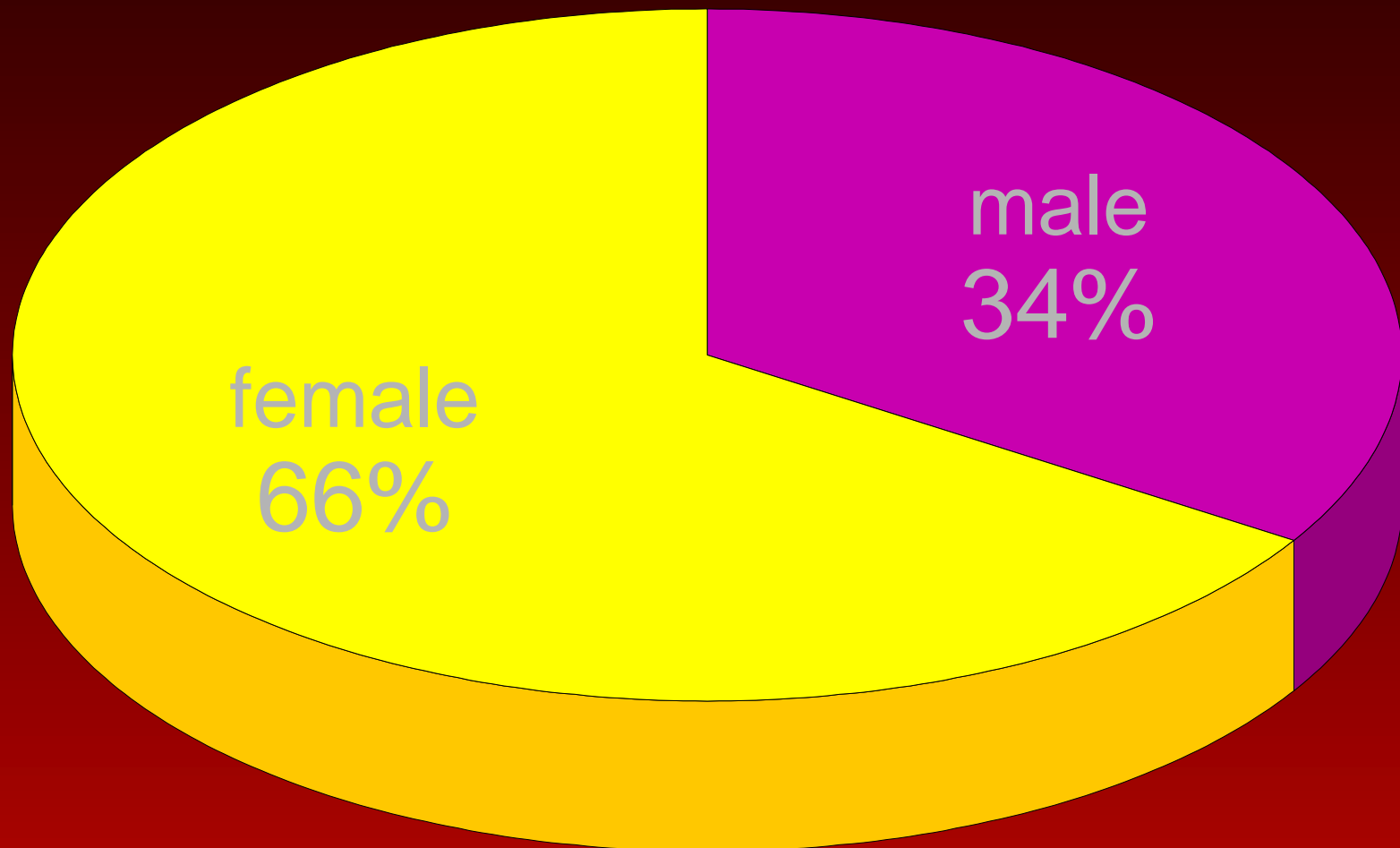
Quarter-Hours by Preference Level



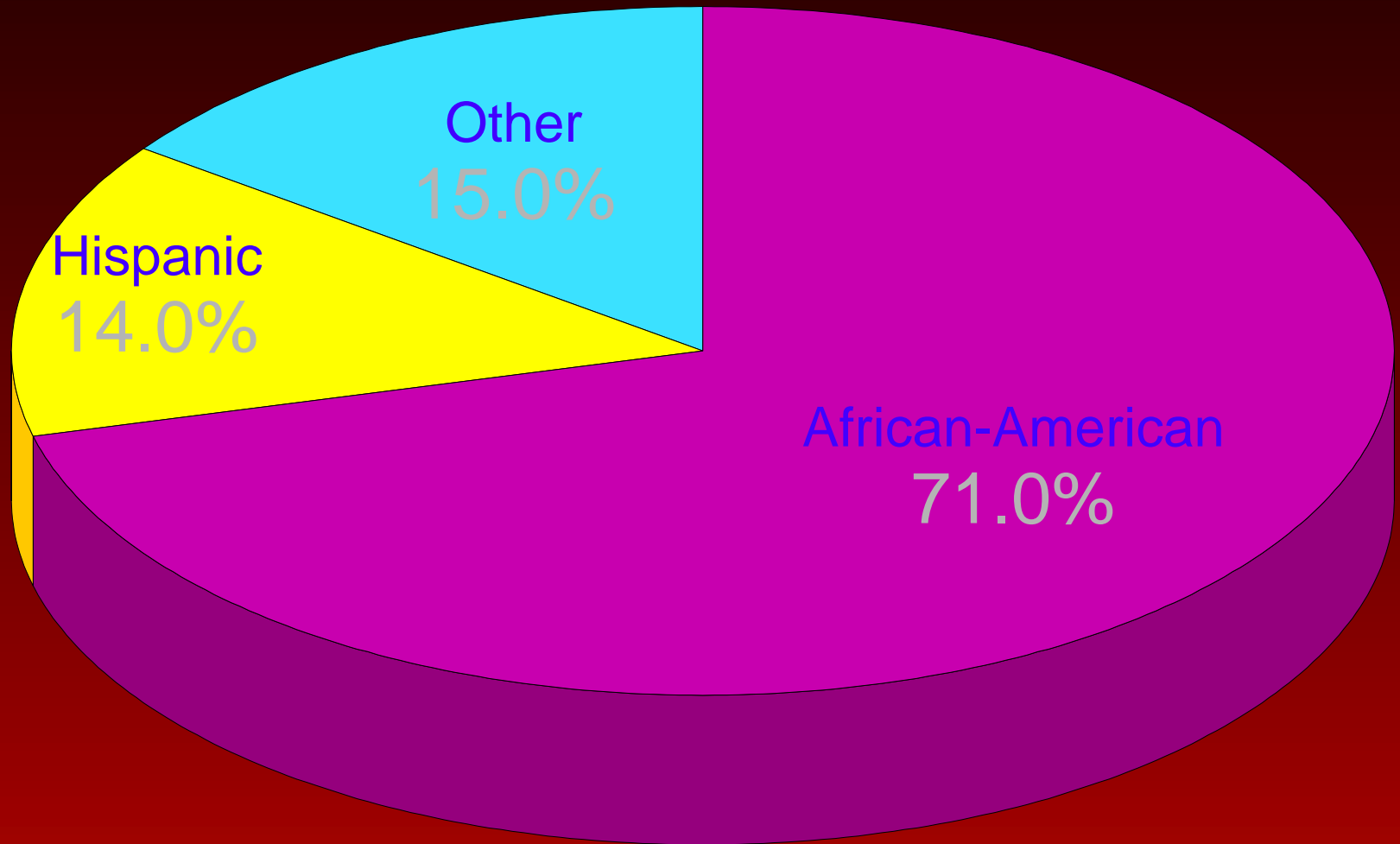
exact age

- Fourth+ Preference
- Second/Third Preference
- First Preference

Composition - Gender

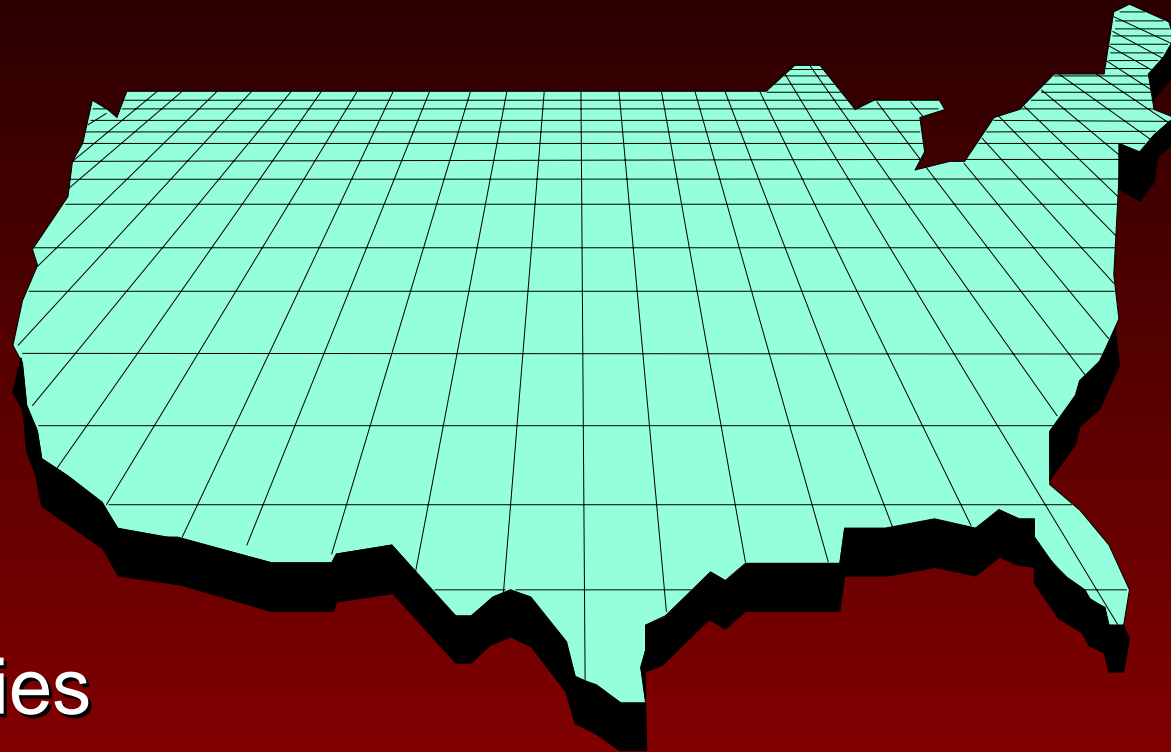


Composition - Ethnicity



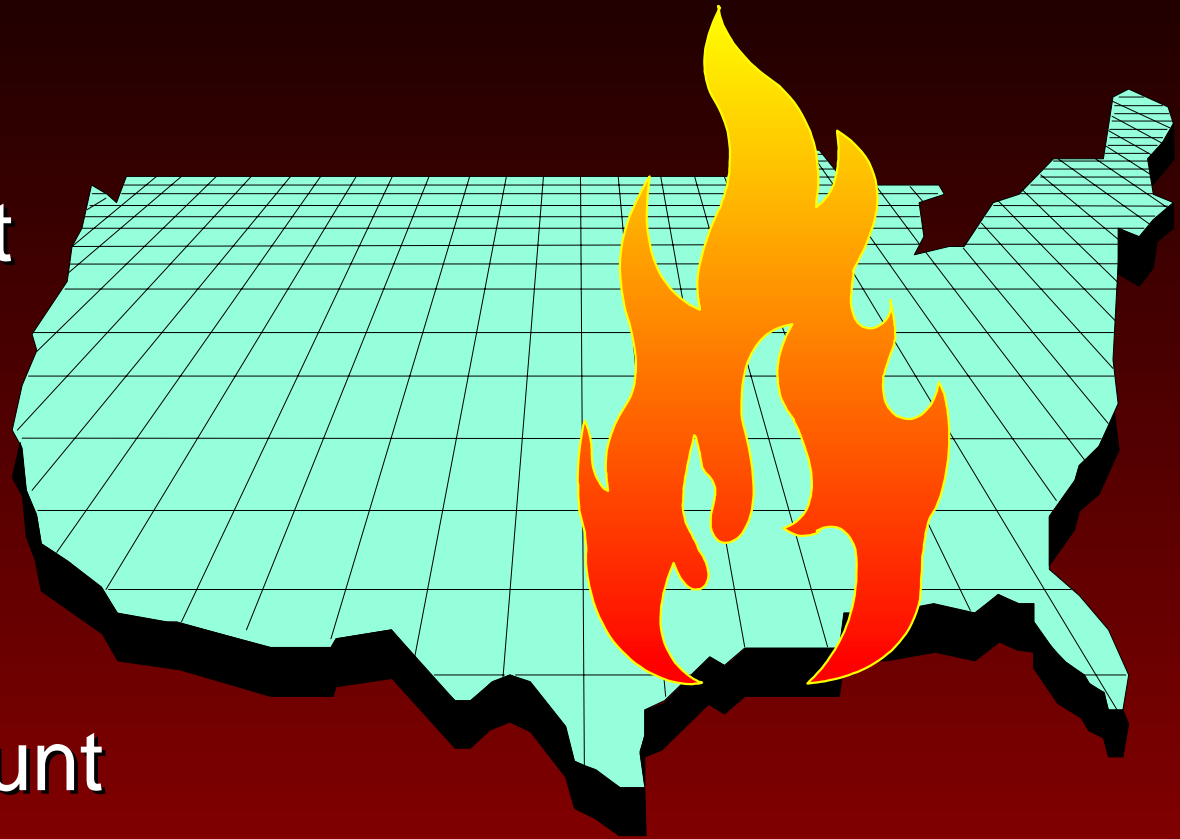
Geography

- Standard
 - Metro
 - TSA
 - DMA
- Custom
 - selected counties
 - Hot ZIPS



Hot Zips

- The Zipcodes that produce the most quarter-hours of listening
- 16.5% of station Zips usually account for 50% of Qhrs
- Hot workplace Zips

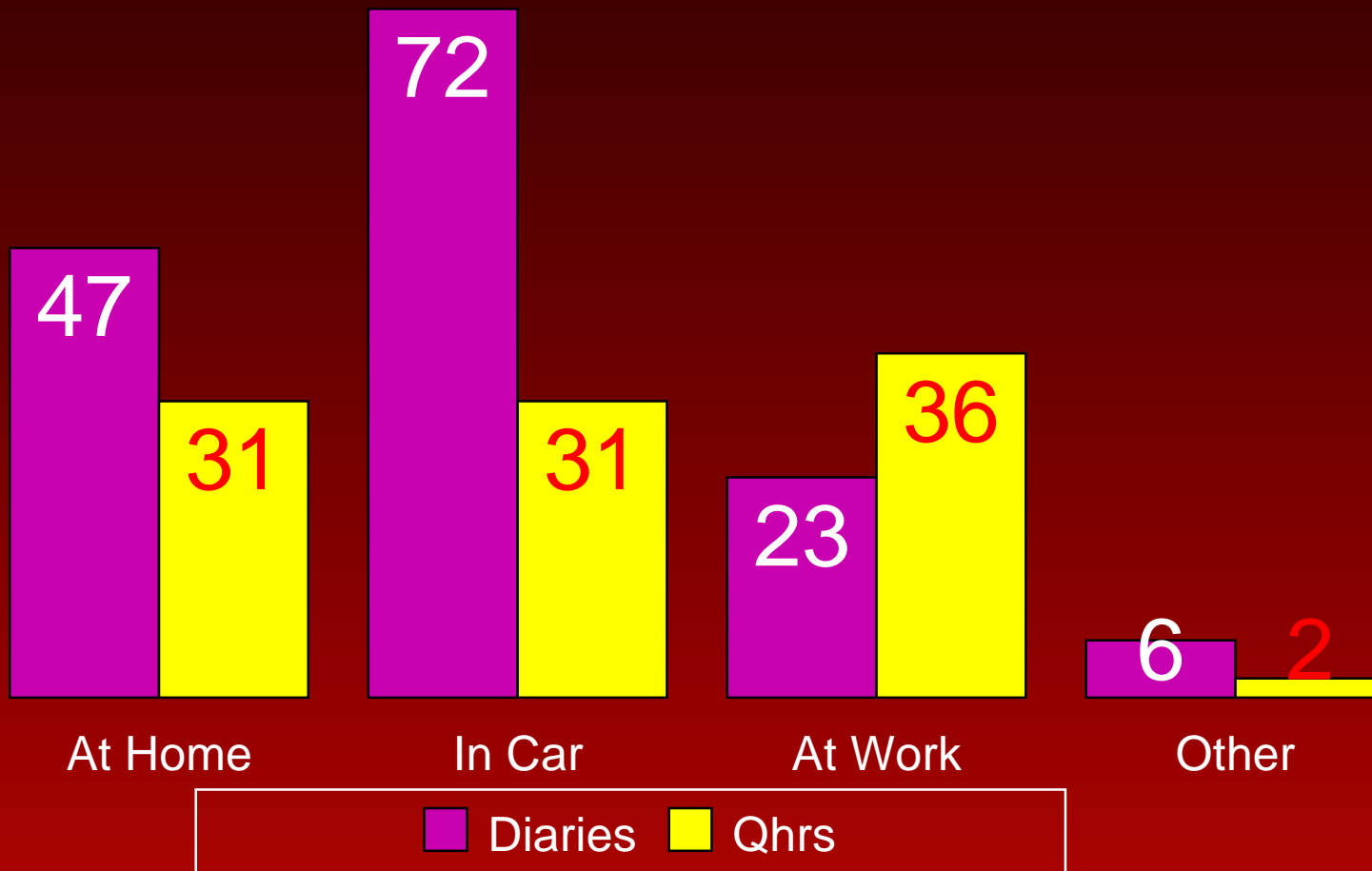


Workplace Zips

- In what Zips does the audience work?
 - ▶ This does not mean where they listen
- Proximity to workplace may derive business prospects

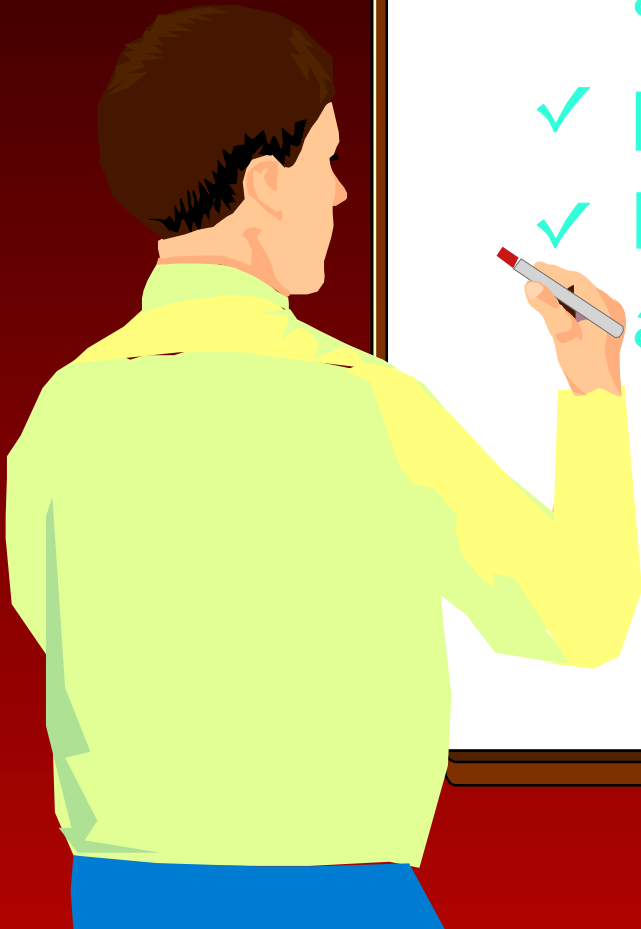


Listening Location: % Diaries vs. % Quarter-Hours



Targeting the Audience - Sales Implications

- ✓ reach the advertiser's audience
- ✓ proximity - closer to outlet
- ✓ build copy that appeals age/gender/ethnicity, etc.



Competition [real and imagined]

cume
duplication

quarter-hour
sharing

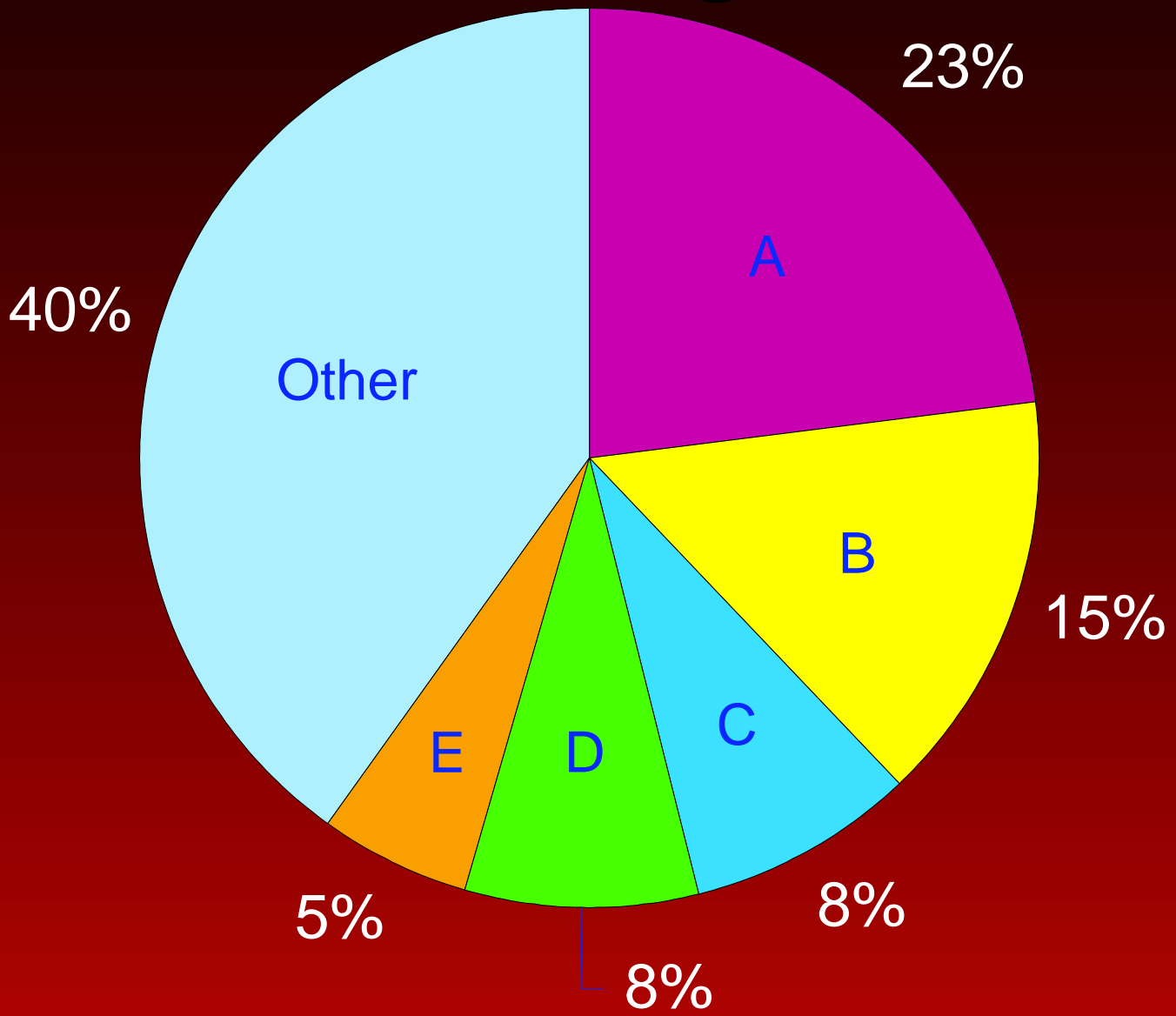
% of your
station's cume
that also listens
to another station

% of
quarter-hours
of listening to
radio that are
spent with
your station
v. others

Cume Dupe v AQH Sharing

■ Diaries

- 54% A
- 41% B
- 26% C
- 25% D
- 17% E



Competition - Sales Implications

- ✓ cume dupe does not equal sharing of audience
- ✓ who is the real competitor
- ✓ building of schedules
- ✓ sharing may be good for you and the advertiser
- ✓ you become the research resource



Reach & Frequency

- Reach =
of people who heard
a schedule
- Frequency =
of times the average
listener hears the
schedule



Reach x Frequency = GRP's

25 Reach
x 4.0 Frequency
= 100 GRPs

50 Reach
x 2.0 Frequency
= 100 GRPs



First Preference v P2 & P3 R & F

% Hearing Spot 1+

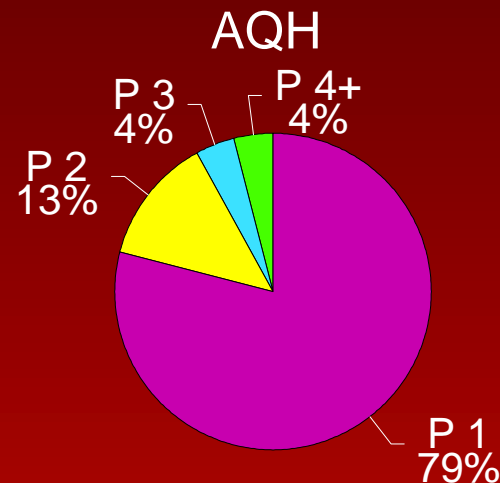
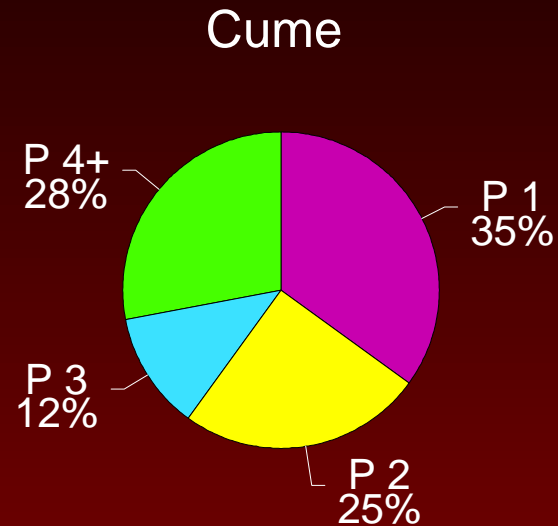
	P1	P2/P3
10	58	21
20	74	34
30	81	44
40	86	51

% Hearing Spot 3+

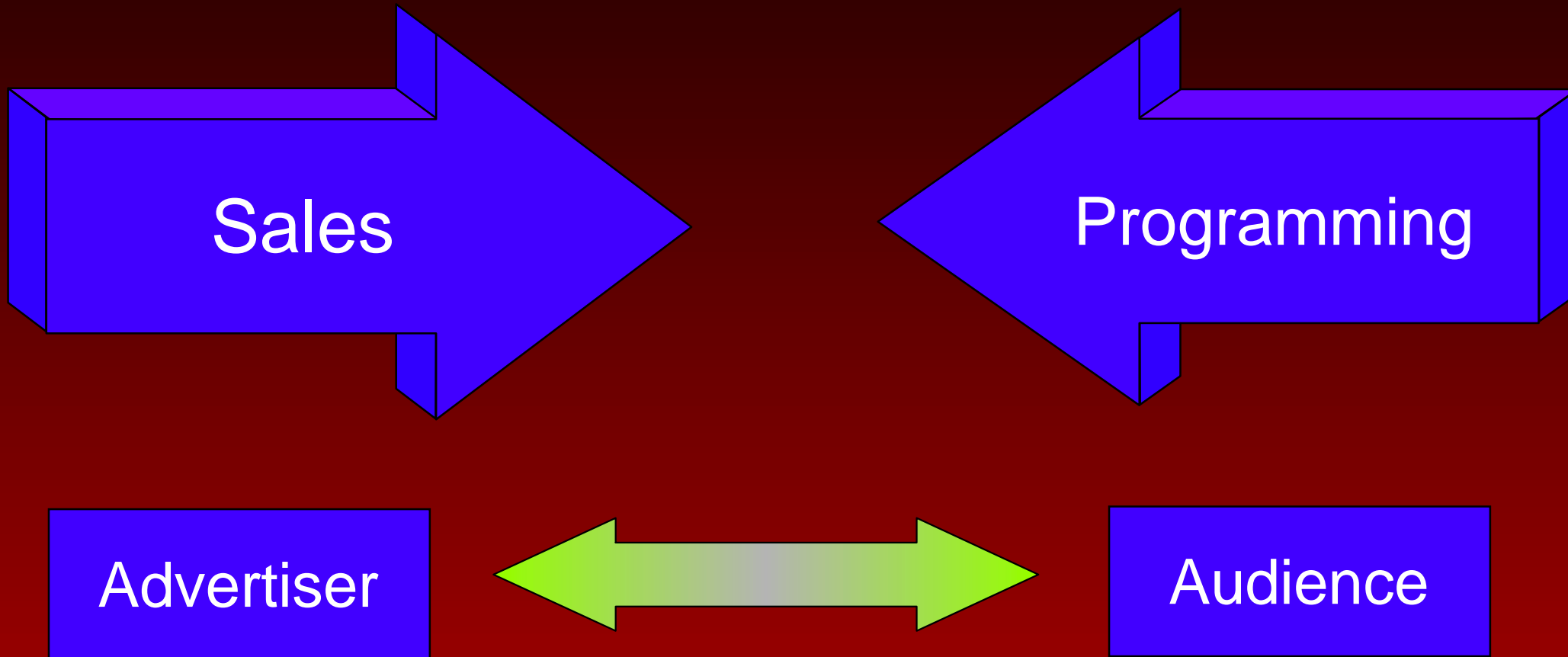
	P1	P2/P3
10	20	1
20	39	4
30	50	8
40	58	13

Why does this happen?

- In the example
 - ▶ 35% of cume is P1 and 79% of quarter-hours
 - ▶ 37% of cume is P2/P3 and 16% of quarter-hours
- Frequency builds quicker among those who listen longer
- Study the First Preference audience to get better results for your advertisers



Ratings Analysis



Get Better RESULTS For Your Advertisers

presented by Rhody Bosley





914 Bay Ridge Road, Suite 215
Annapolis, MD 21403

(V) 410.974.8101

e-mail: info@ResearchDirectorInc.com