

A & A Research

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Rural Radio: Summary of Listening

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Radio Listening

All respondents were asked: “Which radio station do you listen to most frequently?”
The average for all of the stations is 11%.

<i>Station</i>	<i>% of all adults Indicating as “most frequently”</i>
STATION A	36%
North Country Public Radio	17%
STATION B	13%
STATION C	9%
KDNK	8%
WVUB	5%
KHSU/KHSR	5%
WKMS	3%
KCHO/KFPR	3%
Average of All Stations	11%
KSER	BMS

Among the stations' listeners (people who have listened to the station at least once in the past month), an average of 26% listen to the station most frequently. This means that for most of the stations – STATION A is the exception – most of their listeners have another station they listen to most frequently.

<i>Station</i>	<i>% of listeners who listen "most frequently"</i>
STATION A	62%
STATION C	40%
STATION B	35%
KDNK	22%
KHSU/KHSR	22%
North Country Public Radio	21%
WKMS	13%
KCHO/KFPR	12%
WVUB	8%
Average of all stations	26%
KSER	BMS

Among people who are regular listeners (those who listen to the station every day or several times a week), an average of 35% listen to the station most frequently. For most of the stations – with the notable exceptions of STATION A and STATION C – most of their regular listeners listen to another station most frequently.

<i>Station</i>	<i>% of regular listeners who listen “most frequently”</i>
STATION A	72%
STATION C	52%
STATION B	47%
KDNK	31%
North Country Public Radio	30%
KHSU/KHSR	28%
KCHO/KFPR	21%
WKMS	20%
WVUB	18%
Average of all stations	35%
KSER	BMS

Cumes

All respondents were asked: “**When was the last time you listened to the station: was it within the past 24 hours, within the past week, or within the past month?**” The average for all of the stations is 33% of all adults have listened within the past month (monthly cume); 27% have listened within the past week (weekly cume); and 17% have listened within the past 24 hours (daily cume).

Note: for the purpose of this study, “listeners” are defined as people who have listened to the station at least once in the past month.

<i>Station</i>	<i>Monthly</i>	<i>Weekly</i>	<i>Daily</i>
STATION A	56	50	38
North Country Public Radio	53	41	26
WVUB	38	32	19
STATION B	37	29	19
KDNK	32	25	14
KCHO/KFPR	26	20	12
KHSU/KHSR	25	22	10
WKMS	24	18	8
STATION C	22	19	12
KSER	5	3	2
Average	32	26	16

Demographic composition of listeners

Age:

All respondents were asked: “What is your age, please?” The average age for all stations is .

<i>Station</i>	<i>Average Age</i>	<i>18-24</i>	<i>25-34</i>	<i>35-44</i>	<i>45-54</i>	<i>55-64</i>	<i>65+</i>
WKMS	47	12	11	20	21	19	16
KSER	47	15	8	23	19	15	19
North Country Public Radio	45	9	13	24	29	10	11
STATION C	44	10	11	20	20	24	11
KHSU/KFPR	44	15	15	16	26	15	11
KCHO	44	7	7	20	27	19	12
WVUB	43	16	19	21	16	13	12
KDNK	43	11	18	23	23	13	7
STATION B	41	14	21	21	19	12	10
STATION A	35	19	28	21	15	10	2
Average of all Stations	43	13	15	21	22	15	11

Education:

All respondents were asked: “**How many years of formal education have you had the opportunity to complete?**” The average for all of the stations is 15.0 years with 44% reporting that they have completed 16 years or more.

<i>Station</i>	<i>Average Years of Formal Education</i>	<i>% 12 or less</i>	<i>% 13-15</i>	<i>% 16+</i>
STATION B	15.0	21	26	52
KDNK	15.0	23	26	48
WKMS	14.9	28	18	52
North Country Public Radio	14.8	21	27	51
KHSU/KHSR	14.8	23	25	50
STATION A	14.6	21	17	59
KCHO/KFPR	14.5	21	39	38
STATION C	14.3	27	33	39
KSER	14.0	38	27	35
WVUB	13.4	42	29	26
Average of all stations	14.5	27	27	45

Household Income:

All respondents were asked: “Is your total yearly household income under \$20,000, \$20-30,000, \$30-40,000, \$40-50,000, \$50-60,000, \$60-70,000, over \$70,000?” The average for all stations is \$40,437.

<i>Station</i>	<i>% Low</i>	<i>% Middle</i>	<i>% High</i>	<i>% Refused</i>
STATION C**	39	21	18	22
STATION A*	33	20	19	28
KSER***	27	27	35	12
KHSU/KHSR*	23	27	25	25
KCHO/KFPR*	19	24	35	21
WKMS*	19	23	36	23
STATION B*	14	38	29	20
KDNK**	13	23	33	32
North Country Public Radio*	13	24	47	16
WVUB*	13	23	37	26
Average of all stations	21	25	31	23

*Under \$20,000; \$20-40,000; Over \$40,000

**Under \$30,000; \$30-50,00; Over \$50,000

***Under \$30,000; \$30-60,000; Over \$60,000

Weekday or Weekend

Listeners were asked: “Do you usually listen to the station on weekdays, on weekends, or both?” The average for all of the stations is 55% listen on both weekdays and weekends; 33% listen only on weekdays; and 12% listen only on weekends.

<i>Station</i>	<i>Weekdays</i>	<i>Weekends</i>	<i>Both</i>
STATION A	22	5	72
STATION C	27	9	64
WVUB	30	10	60
KHSU/KHSR	30	9	60
STATION B	30	13	57
North Country Public Radio	36	12	52
WKMS	31	19	51
KNDK	41	8	51
KCHO/KFPR	34	19	47
KSER	50	12	38
Average of all stations	33	12	55

Where Do You Listen

Listeners were asked: “Do you usually listen to the station at home, in the car, or at your place of work?” The average for all stations is 78% listen in the car; 49% listen at home; and 32% listen at work.

Car:

<i>Station</i>	<i>% Who Listen in Car</i>
STATION C	85
WVUB	83
KDNK	83
STATION A	81
KHSU/KHSR	80
KSER	77
WKMS	77
North Country Public Radio	76
KCHO/KFPR	75
STATION B	67
Average	78

Home:

<i>Station</i>	<i>Home</i>
STATION B	64
STATION A	58
North Country Public Radio	54
STATION C	53
KCHO/KFPR	51
WVUB	50
KHSU/KHSR	49
WKMS	41
KDNK	36
KSER	31
Average	49

Work:

<i>Station</i>	<i>Work</i>
STATION A	66
STATION C	38
WVUB	34
North Country Public Radio	31
KSER	31
STATION B	29
KDNK	29
WKMS	22
KHSU/KHSR	21
KCHO/KFPR	16
Average	32

How Often Do You Listen

Listeners were asked: “Do you listen to the station every day, several times a week, just once a week, or less frequently?” The average for all of the stations is that 29% listen every day; 32% listen several times each week; 13% listen once a week; and 28% listen less frequently.

For the purpose of this study, “regular listeners” are defined as people who listen every day or several times a week. The average for all of the stations is that 61% of the listeners are regular listeners.

<i>Station</i>	<i>Every Day</i>	<i>Several times a week</i>	<i>Once a week</i>	<i>Less frequently</i>
STATION A	54	32	8	6
North Country Public Radio	35	31	11	23
WVUB	32	40	13	16
STATION C	32	40	13	15
STATION B	30	35	16	19
KCHO/KFPR	24	30	17	29
KDNK	22	21	16	41
KHSU/KHSR	20	20	14	62
WKMS	20	41	16	23
KSER	19	31	4	46
Average of all stations	29	32	13	28

Why

Listeners were asked: “**Why do you listen to the station?**” The most frequently mentioned responses for each of the stations is shown below.

- **STATION A:** *it is the only station we get (33%), music in general (23%), variety (13%), the people and/or DJs (9%), NPR (7%), and local programs (7%).*
- **KCHO:** *news in general (32%), music in general (25%), information and information programs (11%), classical music (10%), and programming (8%).*
- **KDNK:** *music in general (27%), variety (15%), National Public Radio (8%), news in general (8%), and programming (7%).*
- **KHSU:** *music in general (32%), news in general (18%), programming (13%), classical music (12%), talk shows (10%), and NPR (6%).*
- **KSER:** *music in general (46%), news in general (19%), and format (8%).*
- **STATION B:** *news in general (33%), music in general (20%), variety (12%), programming (12%), classical music (7%), and information programs (6%).*
- **STATION C:** *music in general (33%), news in general (16%), programming (10%), and variety (8%).*
- **North Country Public Radio:** *news in general (35%), music in general (19%), talk programs in general (9%), local news (9%), and programming (8%).*
- **WKMS:** *news (21%), music (15%), and classical music (12%).*
- **WVUB:** *music in general (48%), variety (13%), news in general (9%), and country music (5%).*

Monday Through Friday Dayparts

Listeners were asked: "Next, I'm going to mention some different times of day. For each of these please tell me how long you spent listening to the station at all during this time." Seven dayparts then followed. The dayparts for each of the stations was customized to reflect the station's programming. The table below shows the Monday through Friday dayparts for each of the stations.

<i>Station</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
STATION A	6-8	8-12	12-2	2-4	4-6	6-8	8-12
KCHO/KFPR	6-9	9-12	12-2	2-5	5-7	7-9	9-12
KDNK	6-8	8-10	10-12	12-1	1-4:30	4:30-6	6-12
KHSU/KHSR	6-8	8-10	10-12	12-2	2-4	4-7	7-12
KSER	6-8	8-10	10-12	12-2	2-4	4-7	7-12
STATION B	5-7:30	7:30-10	10-12	12-4	4-5	5-7:30	7:30-12
STATION C	6-8	8-12	12-1	1-4	4-6	6-7	7-12
North Country Public Radio	6-8	8-9	9-12	12-3	3-5	5-7	7-12
WKMS	6-9	9-12	12-1	1-3	3-7	7-9	9-12
WVUB	6-8	8-10	10-12	12-2	2-4	4-7	7-12

The table below shows the share – the percentage of the station’s listeners – for each Monday through Friday daypart.

<i>Station</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
STATION A	42%	49%	37%	47%	41%	25%	17%
KCHO/KFPR	40%	16%	12%	26%	23%	8%	6%
KDNK	33%	24%	20%	12%	22%	28%	9%
KHSU/KHSR	38%	27%	25%	21%	22%	46%	18%
KSER	5%	37%	11%	16%	26%	37%	16%
STATION B	27%	38%	25%	34%	17%	23%	11%
STATION C	29%	32%	18%	28%	32%	12%	16%
North Country Public Radio	38%	20%	23%	19%	27%	21%	13%
WKMS	42%	23%	9%	22%	37%	12%	6%
WVUB	32%	29%	25%	32%	33%	34%	20%

Morning Drive

The actual time for the morning commute to work varies from market to market. If we assume that morning drive is the time “around 8:00 AM” then the average share during morning drive is shown below.

<i>Station</i>	<i>Daypart</i>	<i>Share</i>
STATION A	6-8	42
KCHO/KFPR	6-9	40
North Country Public Radio	6-8	38
WVUB	6-8	32
STATION B	5-7:30	27
STATION C	6-8	29
WKMS	6-9	42
KDNK	6-8	24
KHSU/KHSR	6-8	38
KSER	6-8	5
Average for All Stations		32

Mid-Day

If we define mid-day as the noon hour, then we see the following shares:

<i>Station</i>	<i>Daypart</i>	<i>Share</i>
STATION A	12-2	37
STATION B	12-4	34
WVUB	12-2	32
KHSU/KHSR	12-2	21
North Country Public Radio	12-3	19
STATION C	12-1	18
KSER	12-2	16
KCHO/KFPR	12-2	12
KDNK	12-1	12
WKMS	12-1	9
Average for All Stations		21

Afternoon Drive

The actual time for the afternoon commute from work varies from market to market. If we assume that afternoon drive is the time “around 5:00 PM” then the average share during afternoon drive is shown below.

<i>Station</i>	<i>Daypart</i>	<i>Share</i>
KHSU/KHSR	4-7	46
STATION A	4-6	41
WKMS	3-7	37
KSER	4-7	37
WVUB	4-7	34
STATION C	4-6	32
KDNK	4:30-6	28
KCHO/KFPR	5-7	23
STATION B	5-7:30	23
North Country Public Radio	5-7	21
Average for All Stations		32

Average quarter hour persons

Responses to the daypart questions allows for the computation of average quarter hour persons (AQHP).

Station	AQHP: July	AQHP: February
KCHO/KFPR	3,230	4,868
KHSU/KHSR	969	2,528
STATION B	1,348	1,811
STATION A	1,112	1,415
KDNK	988	1,264
STATION C	646	1,262
WVUB		1,259
KSER	763	1,145
North Country Public Radio	783	1,062
WKMS	309	318
Average of all stations	1,128	1,693

Why stop listening

All listeners were asked: “**When you stop listening to WVUB is it usually because you don’t like the station’s programming or because of your schedule?**” Among all stations, an average of 13% stop because of the station’s programming.

<i>Station</i>	<i>% Who Stop Because of Programming</i>
KSER	19
KHSU/KHSR	15
STATION A	14
WVUB	14
STATION C	13
KDNK	13
STATION B	12
KCHO/KFPR	10
WKMS	9
North Country Public Radio	6
Average	13