

A & A Research

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Summary & Comparison of February Surveys

February 2003

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RADIO LISTENING

All respondents were asked: “Which radio station do you listen to most frequently?” The average for all stations is that 13% of all adults mention the station; 32% of the station’s listeners listen to the station most frequently; and 42% of the station’s regular listeners listen to the station most frequently.

<i>Station</i>	<i>All Adults</i>	<i>Listeners</i>	<i>Regular Listeners</i>
STATION A	61.2	94.3	97.3
WTIP	28.7	46.6	57.0
NCPR	20.0	33.8	45.5
WVMR	18.3	30.6	42.2
KDNK	13.5	31.3	47.4
Average	13.3	31.5	41.8
STATION B	12.3	35.3	46.7
KIDE	10.5	28.3	38.9
WXPR	10.5	25.9	40.4
KMUN	8.8	27.5	42.6
STATION C	8.7	37.2	50.4
KZYX	8.5	33.6	45.6
WKMS	7.0	25.9	38.7
KHSU	5.1	22.9	33.9
WVUB	4.5	10.2	12.0
KCHO	3.9	19.8	28.5
KGVA	2.4	19.8	27.1
KSER	1.2	11.9	15.6

CUME LISTENING

All respondents were asked: “When was the last time you listened to STATION ID: was it within the past 24 hours, within the past week, or within the past month?”

The average for all stations is that 18% of all adults have listened to the station in the past 24 hours (daily cume); 28% have listened in the past week (weekly cume); and 34% have listened in the past month (monthly cume).

	Percent Indicating		
	24 hours	Week	Month
STATION A	48.5	61.5	63.9
WTIP	32.3	49.7	59.3
WVMR	33.0	43.7	57.7
NCPR	24.0	39.7	50.3
KDNK	17.3	33.5	40.8
WXPR	19.8	33.0	39.5
KIDE	16.7	27.2	34.3
Average	17.5	27.5	34.0
STATION B	17.0	27.0	33.3
WVUB	15.5	26.8	32.0
KMUN	12.1	22.6	30.2
WKMS	9.3	18.5	27.0
KZYX	11.1	18.4	25.4
STATION C	10.9	16.0	23.0
KHSU	10.0	17.1	21.3
KCHO	7.1	14.8	19.7
KGVA	6.4	10.2	12.3
KSER	6.2	7.2	8.4

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

WEEKDAY OR WEEKEND

Listeners were asked: “Do you usually listen to STATION ID on weekdays, on weekends, or both?” The average for all stations is that more than half of the listeners—56%—listen on both weekdays and weekends; 33% listen only on weekdays; and 12% listen only on weekends.

	Percent indicating		
	Both	Weekdays	Weekends
STATION A	72.9	23.1	4.0
KZYX	71.2	21.9	6.8
KSER	61.9	26.2	11.9
WVMR	61.8	27.2	11.0
STATION C	56.1	35.1	8.8
NCPR	55.6	33.8	10.6
WTIP	55.6	36.0	8.4
Average	55.6	32.9	11.5
KMUN	55.0	25.8	19.2
STATION B	54.9	36.8	8.3
WVUB	53.9	39.1	7.0
KCHO	53.2	31.7	15.1
KIDE	48.9	39.3	11.9
KDNK	47.2	42.3	10.4
WKMS	47.2	38.0	14.8
KHSU	46.9	39.6	13.5
WXPR	46.8	30.4	22.8

Another way of looking at this data is the total percentage of the listeners who listen on weekdays (both plus weekdays) and on weekends (both plus weekends). Looking at the data this way, the average is that 89% of the listeners listen on weekdays and 67% listen on weekends.

	Weekdays	Weekends
STATION A	96.0	76.9
KZYX	93.2	78.1
KSER	88.1	73.8
WVMR	89.0	72.8
STATION C	91.2	64.9
NCPR	89.4	66.2
WTIP	91.6	64.0
Average	88.5	67.1
KMUN	80.8	74.2
STATION B	91.7	63.2
WVUB	93.0	60.9
KCHO	84.9	68.3
KIDE	88.1	60.7
KDNK	89.6	57.7
WKMS	85.2	62.0
KHSU	86.5	60.4
WXPR	77.2	69.6

WHERE

Listeners were asked: “Do you usually listen to STATION ID at home? In the car? At your place of work?” The average for all stations is that 80% of the listeners listen in the car; 50% listen at home; and 26% listen at work.

	Percent Who Indicate:		
	Home	Car	Work
Average	49.9	79.7	25.9
STATION A	52.4	80.0	58.7
KCHO	49.6	78.4	24.5
KDNK	31.9	85.9	23.3
KGVA	53.5	76.7	25.6
KHSU	51.0	76.0	21.9
KIDE	54.1	70.4	27.4
KMUN	45.0	79.2	16.7
KSER	40.5	92.9	19.0
STATION B	54.9	75.9	22.6
STATION C	46.5	84.2	29.8
KZYX	63.0	86.3	24.7
NCPR	49.7	78.1	25.8
WKMS	45.4	78.7	13.9
WTIP	59.6	75.8	32.0
WVMR	61.8	75.1	22.5
WVUB	41.4	82.8	33.6
WXPR	48.7	79.1	18.4

HOW OFTEN

Listeners were asked: “Do you listen to STATION ID every day, several times a week, just once a week, or less frequently?” For the purpose of this study, regular listeners are defined as people who listen more than once a week (that is, those who listen every day and those who listen several times a week). The average for all stations is that 67% of the listeners are regular listeners.

STATION A	86.2
WVUB	78.1
KSER	76.2
WTIP	71.9
KIDE	68.9
KZYX	68.5
STATION B	67.7
Average	67.1
WVMR	67.1
NCPR	65.6
KGVA	65.1
STATION C	64.9
KCHO	64.7
WXPR	62.7
KHSU	61.5
KDNK	58.3
WKMS	57.4
KMUN	56.7

WHY

Listeners were asked: “**Why do you listen to STATION ID?**” *Music in general* and *news in general* are the most frequent responses. *Music in general* is the most frequently mentioned reason among 10 of the stations and *news in general* is most frequently mentioned among 3 of the stations. *News in general* is second most frequently mentioned among 7 stations while *music in general* is second most frequently mentioned among 6 stations.

	Three most frequently mentioned reasons		
Station	First	Second	Third
STATION A	Only Station	Music General	Variety
KCHO	Music General	News General	Classical
KDNK	Music General	News General	NPR
KGVA	Music General	Indian Music	News General
KHSU	Music General	News General	Variety
KIDE	Only Station	Music General	Local Station
KMUN	Music General	Classical	News General
KSER	Music General	News General	Variety
STATION B	News General	Music General	Programming
STATION C	Music General	News General	Programming
KZYX	News General	Music General	Programming
NCPR	News General	Music General	Programming
WKMS	Music General	News General	Classical
WTIP	Local News	Music General	Reception
WVMR	Local News	Weather	Music General
WVUB	Music General	Local News	Local Station
WXPR	Music General	News General	Talk

WHY STOP LISTENING

All respondents were asked: “When you stop listening to STATION ID is it usually because you don’t like the station’s programming or because of your schedule?” The average among all stations is that 14% of the listeners stop listening because of the station’s programming.

WTIP	25.8
KZYX	17.8
KGVA	16.3
KMUN	15.8
KIDE	15.6
KDNK	15.3
WVMR	15.0
Average	13.7
KHSU	13.5
STATION C	13.2
STATION A	12.9
STATION B	12.8
KSER	11.9
KCHO	10.8
WKMS	10.2
NCPR	9.3
WXPR	8.9
WVUB	8.6

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 STATION ID at all during this time.” The responses to this question allow for the computation of Average Quarter Hour Persons (AQHP), that is, the number of people who are listening during any 15-minute time period. Overall, the average AQHP is 1,054 for Sunday-Saturday; 989 for Monday-Friday; 1,152 for Saturday; and 1,221 for Sunday.

<i>Station</i>	<i>All</i>	<i>Weekday</i>	<i>Saturday</i>	<i>Sunday</i>
KCHO	3,616	2,548	5,783	7,402
KZYX	1,528	1,225	1,978	2,854
KHSU	1,361	1,515	634	1,291
WXPR	1,357	1,501	774	1,232
STATION A	1,275	1,337	1,288	1,071
KSER	1,220	1,482		
STATION C	1,171	1,145	1,301	1,037
STATION B	1,105	1,283	892	513
Average	1,054	989	1,152	1,221
KDNK	1,037	1,207	571	715
WVUB	923	892	1,534	557
NCPR	691	805	291	575
KMUN	566	459	1105	610
WTIP	313	312	387	194
WVMR	296	296	525	68
WKMS	288	365	113	78
KIDE	122	127	106	113
KGVA		309		