

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 9%.

Among the stations’ listeners (people who have listened to the station at least once in the past month), an average of 24% listen to the station most frequently.

Among people who are regular listeners (those who listen to the station every day or several times a week), an average of 31% listen to the station most frequently.

| Station | All Adults | Listeners | Regular Listeners |
|----------------|-------------------|------------------|--------------------------|
| WTIP | 13 | 35 | 52 |
| KGVA | 2 | 11 | 20 |
| KIDE | 7 | 18 | 27 |
| WXPR | 8 | 24 | 38 |
| KMUN | 8 | 28 | 40 |
| KZYZ | 8 | 25 | 40 |
| WVMR | 16 | 28 | 0 |
| Average | 9 | 24 | 31 |

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); 26% have listened within the past week (weekly cume); and 15% 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.

| Station | Month | Week | Day |
|----------------|--------------|-------------|------------|
| WTIP | 37 | 29 | 18 |
| KGVA | 12 | 8 | 5 |
| KIDE | 33 | 27 | 14 |
| WXPR | 35 | 26 | 14 |
| KMUN | 28 | 22 | 14 |
| KZYZ | 32 | 27 | 15 |
| WVMR | 54 | 44 | 23 |
| Average | 33 | 26 | 15 |

DEMOGRAPHIC COMPOSITION OF LISTENERS

Age:

All respondents were asked: “**What is your age, please?**” The average age for all stations is 49. The table below shows the percentage of the station’s listeners in each age group and the average age.

| | Stations | | | | | | | |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Age group | WTIP | KGVA | KIDE | WXPR | KMUN | KZYZ | WVMR | Average |
| 18-34 | 16 | 30 | 34 | 12 | 17 | 32 | 17 | 23 |
| 35-54 | 42 | 42 | 48 | 36 | 42 | 32 | 33 | 39 |
| 55+ | 40 | 22 | 15 | 50 | 37 | 41 | 43 | 35 |
| Average Age | 51 | 43 | 41 | 56 | 51 | 49 | 52 | 49 |

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 13.7 years with 32% reporting that they have completed 16 years or more. The table below shows the percentage of each station’s listeners in each education group and the average number of years of formal education.

| | Stations | | | | | | | |
|-------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Education Group | WTIP | KGVA | KIDE | WXPR | KMUN | KZYZ | WVMR | Average |
| 12 or less | 29 | 54 | 44 | 29 | 35 | 23 | 57 | 39 |
| 13-15 | 24 | 20 | 32 | 30 | 29 | 23 | 16 | 25 |
| 16 or more | 45 | 18 | 22 | 38 | 32 | 44 | 22 | 32 |
| Average Ed | 14.2 | 12.2 | 13.5 | 14.4 | 14.1 | 14.8 | 12.9 | 13.7 |

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?” For each market, a low, middle, and high income categories were developed. The table below shows the percentage of each station’s listeners in each of these categories.

| | Stations | | | | | | | |
|--------------|----------|------|------|------|------|------|------|-----------|
| Income Group | WTIP | KGVA | KIDE | WXPR | KMUN | KZYZ | WVMR | Average |
| Low | 32 | 28 | 26 | 24 | 16 | 31 | 28 | 26 |
| Middle | 29 | 34 | 35 | 24 | 24 | 22 | 14 | 26 |
| High | 23 | 26 | 20 | 23 | 39 | 31 | 28 | 27 |
| Refused | 16 | 12 | 19 | 28 | 21 | 16 | 30 | 21 |

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; 28% listen only on weekdays; and 17% listen only on weekends.

| Station | Both | Weekday | Weekend |
|----------------|-------------|----------------|----------------|
| WTIP | 67 | 25 | 8 |
| KIDE | 52 | 37 | 11 |
| WXPR | 49 | 30 | 21 |
| KMUN | 58 | 18 | 24 |
| KZYZ | 55 | 24 | 22 |
| WVMR | 50 | 32 | 18 |
| Average | 55 | 28 | 17 |

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; 54% listen at home; and 24% listen at work.

| Station | Where do you listen | | |
|----------------|---------------------|-----------|-----------|
| | Home | Car | Work |
| WTIP | 63 | 77 | 25 |
| KGVA | 48 | 90 | 40 |
| KIDE | 49 | 73 | 37 |
| WXPR | 56 | 79 | 11 |
| KMUN | 51 | 77 | 19 |
| KZYZ | 57 | 73 | 26 |
| WVMR | 54 | 76 | 14 |
| Average | 54 | 78 | 24 |

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?**” 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 60% of the listeners are regular listeners.

| Station | Regular | Occasional |
|----------------|----------------|-------------------|
| WTIP | 62 | 38 |
| KGVA | 54 | 46 |
| KIDE | 64 | 36 |
| WXPR | 58 | 42 |
| KMUN | 65 | 35 |
| KZYZ | 55 | 45 |
| WVMR | 62 | 38 |
| Average | 60 | 40 |

WHY

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

- **WTIP:** *it's a local station (23%), it's the only station I can get (14%), music in general(12%), local news (9%), and programming (7%).*
- **KGVA:** *music in general (30%), Indian music (16%), local news (12%), and news in general (10%).*
- **KIDE:** *music in general(28%), it's the only station I get or best reception (25%), local news (21%), it's a tribal station (14%), it's a local station (13%), and Indian music (7%).*
- **WXPR:** *music in general (30%), programming (12%), news in general (11%), classical music (8%), and blues (8%).*
- **KMUN:** *music in general (31%), programming (12%), variety (10%), reception (9%), and news in general (6%).*
- **KZYZ:** *news in general (24%), music in general (21%), local news (11%), talk programs (11%), and the only station I get/Good reception (10%).*
- **WVMR:** *local news (24%), music in general (17%), it's the only station I get/Good reception (15%), and blue grass (10%).*

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> |
|----------------|----------|----------|----------|----------|----------|----------|----------|
| WTIP | 6-8 | 8-10 | 10-12 | 12-2 | 2-4 | 4-7 | 7-12 |
| KGVA | 7-8 | 8-11 | 11-12 | 12-3 | 3-4 | 4-5 | 5-9 |
| KIDE | 7-10 | 10-11 | 11-1 | 1-3 | 3-6 | 6-8 | 8-12 |
| WXPR | 6-9 | 9-11 | 11-1 | 1-4 | 4-6 | 6-7 | 7-10 |
| KMUN | 6-9 | 9-11 | 12-1 | 1-4 | 4-6 | 6-8 | 8-12 |
| KZYZ | 6-8 | 8-10 | 10-12 | 12-2 | 2-4 | 4-8 | 8-12 |
| WVMR | 6-10 | 10-12 | 12-1 | 1-3 | 3-6 | 6-8 | 8-12 |

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

| Daypart | Station | | | | | | | Average |
|----------|---------|------|------|------|------|------|------|-----------|
| | WTIP | KGVA | KIDE | WXPR | KMUN | KZYZ | WVMR | |
| 1 | 19 | 22 | 32 | 27 | 30 | 22 | 33 | 26 |
| 2 | 32 | 38 | 24 | 21 | 33 | 25 | 17 | 27 |
| 3 | 19 | 20 | 18 | 19 | 16 | 14 | 17 | 18 |
| 4 | 23 | 20 | 17 | 26 | 35 | 21 | 12 | 22 |
| 5 | 24 | 10 | 19 | 20 | 23 | 22 | 23 | 20 |
| 6 | 29 | 20 | 13 | 12 | 29 | 22 | 15 | 20 |
| 7 | 10 | 30 | 5 | 12 | 6 | 13 | 4 | 11 |

AVERAGE QUARTER HOUR PERSONS

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

| Station | AQHP: 2001 | AQHP: 2002 |
|----------------|-----------------------|-----------------------|
| WTIP | 238 | 191 |
| KGVA | 225 | 414 |
| KIDE | 118 | 99 |
| WXPR | 1,157 | 1,732 |
| KMUN | 638 | 341 |
| KZYZ | 785 | 1,757 |
| WVMR | 160 | 185 |
| Average | 474 | 674 |

WHY STOP LISTENING

All listeners were asked: “**When you stop listening to _____ is it usually because you don’t like the station’s programming or because of your schedule?**” Among all stations, an average of 17% stop because of the station’s programming.

| Station | Programming |
|----------------|--------------------|
| WTIP | 26 |
| KGVA | 16 |
| KIDE | 20 |
| WXPR | 11 |
| KMUN | 13 |
| KZYZ | 18 |
| WVMR | 18 |
| Average | 17 |