

# **A & A Research**

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## **Summary & Comparison of Summer Surveys**

*June-July 2003*

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## RADIO LISTENING

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All respondents were asked: “Which radio station do you listen to most frequently?” The average for all stations is that 12% of all adults mention the station; 32% of the station’s listeners listen to the station most frequently; and 44% of the station’s regular listeners listen to the station most frequently.

<b>Station</b>	<b>All Adults</b>	<b>Listeners</b>	<b>Regular Listeners</b>
<b>STATION A</b>	33.4	65.4	78.6
<b>KCHO</b>	5.1	24.9	39.1
<b>KGVA</b>	3.7	12.4	18.3
<b>KHSU</b>	7.8	33.0	50.8
<b>KIDE</b>	10.3	32.5	39.2
<b>KMUN</b>	11.0	35.4	52.6
<b>KSER</b>	1.6	15.2	20.7
<b>STATION B</b>	12.3	31.6	52.3
<b>STATION C</b>	7.1	31.7	45.8
<b>KZYY</b>	9.9	36.8	54.0
<b>NCPR</b>	13.0	29.7	37.8
<b>WKMS</b>	7.8	29.9	39.1
<b>WTIP</b>	24.7	51.1	67.7
<b>WVMR</b>	17.6	33.6	41.8
<b>WVUB</b>	8.3	19.6	25.7
<b>WXPR</b>	11.9	30.6	42.0
<i>Average</i>	<b>11.6</b>	<b>32.1</b>	<b>44.1</b>

## CUME LISTENING

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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 17% of all adults have listened to the station in the past 24 hours (daily cume); 26% have listened in the past week (weekly cume); and 31% have listened in the past month (monthly cume).

	Percent Indicating		
	24 hours	Week	Month
<b>STATION A</b>	34.8	45.7	50.4
<b>KCHO</b>	8.1	11.0	13.3
<b>KGVA</b>	16.3	24.7	29.7
<b>KHSU</b>	10.4	18.7	23.6
<b>KIDE</b>	17.1	25.0	29.8
<b>KMUN</b>	13.8	24.5	28.3
<b>KSER</b>	4.2	7.2	9.2
<b>STATION B</b>	17.0	28.5	38.8
<b>STATION C</b>	12.4	16.9	21.0
<b>KZYY</b>	13.2	21.9	25.2
<b>NCPR</b>	25.7	35.0	42.7
<b>WKMS</b>	11.5	20.5	24.3
<b>WTIP</b>	23.3	39.3	47.0
<b>WVMR</b>	24.9	37.9	43.5
<b>WVUB</b>	17.8	29.8	35.8
<b>WXPR</b>	20.9	33.1	39.1
<b>Average</b>	<b>17.0</b>	<b>26.2</b>	<b>31.3</b>

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

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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—64%—listen on both weekdays and weekends; 27% listen only on weekdays; and 10% listen only on weekends.

	Percent indicating		
	Both	Weekdays	Weekends
<b>STATION A</b>	71.1	25.7	3.2
<b>KCHO</b>	65.4	25.9	8.6
<b>KGVA</b>	73.5	19.3	7.2
<b>KHSU</b>	64.7	29.4	5.9
<b>KIDE</b>	62.2	31.5	6.3
<b>KMUN</b>	64.5	24.5	10.9
<b>KSER</b>	65.0	22.5	12.5
<b>STATION B</b>	50.7	32.6	16.7
<b>STATION C</b>	61.2	30.6	8.2
<b>KZYX</b>	72.5	20.3	7.2
<b>NCPR</b>	67.5	26.0	6.5
<b>WKMS</b>	58.2	22.0	19.8
<b>WTIP</b>	61.8	29.0	9.2
<b>WVMR</b>	58.0	26.9	15.1
<b>WVUB</b>	64.5	27.5	8.0
<b>WXPR</b>	54.4	29.5	16.1
<b>Average</b>	<b>63.5</b>	<b>26.5</b>	<b>10.1</b>

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 90% of the listeners listen on weekdays and 74% listen on weekends.

	<b>Weekdays</b>	<b>Weekends</b>
<b>STATION A</b>	96.8	74.3
<b>KCHO</b>	91.4	74.1
<b>KGVA</b>	92.8	80.7
<b>KHSU</b>	94.1	70.6
<b>KIDE</b>	93.7	68.5
<b>KMUN</b>	89.1	75.5
<b>KSER</b>	87.5	77.5
<b>STATION B</b>	83.3	67.4
<b>STATION C</b>	91.8	69.4
<b>KZYX</b>	92.8	79.7
<b>NCPR</b>	93.5	74.0
<b>WKMS</b>	80.2	78.0
<b>WTIP</b>	90.8	71.0
<b>WVMR</b>	84.9	73.1
<b>WVUB</b>	92.0	72.5
<b>WXPR</b>	83.9	70.5
<b>Average</b>	<b>89.9</b>	<b>73.5</b>

## WHERE

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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 78% of the listeners listen in the car; 55% listen at home; and 27% listen at work.

	Percent Who Indicate:		
	Home	Car	Work
STATION A	60.1	81.9	48.7
KCHO	51.1	84.1	22.7
KGVA	52.8	86.5	33.7
KHSU	58.5	77.4	25.5
KIDE	51.6	69.8	32.5
KMUN	61.9	75.2	35.4
KSER	37.0	78.3	26.1
STATION B	49.7	76.1	20.6
STATION C	63.6	77.8	20.2
KZYY	63.2	73.7	21.1
NCPR	50.0	79.7	24.2
WKMS	49.5	84.5	18.6
WTIP	59.6	76.6	29.1
WVMR	65.6	77.9	16.0
WVUB	47.6	83.2	30.8
WXPR	56.1	78.3	18.5
Average	54.9	78.8	26.5

## HOW OFTEN

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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 69% of the listeners are regular listeners.

<b>STATION A</b>	85.8
<b>KCHO</b>	64.0
<b>KGVA</b>	69.0
<b>KHSU</b>	59.2
<b>KIDE</b>	68.9
<b>KMUN</b>	67.3
<b>KSER</b>	69.0
<b>STATION B</b>	57.9
<b>STATION C</b>	75.8
<b>KZYY</b>	66.7
<b>NCPR</b>	70.3
<b>WKMS</b>	66.7
<b>WTIP</b>	67.4
<b>WVMR</b>	71.1
<b>WVUB</b>	71.1
<b>WXPR</b>	72.7
<b>Average</b>	68.9

## WHY

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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 11 of the stations and is second most frequently mentioned among 3. *News in general* is second most frequently mentioned among 8 stations and is most frequently mentioned for 2 stations.

	Three most frequently mentioned reasons		
<b>Station</b>	<b>First</b>	<b>Second</b>	<b>Third</b>
<b>STATION A</b>	Only Station	Music General	Variety
<b>KCHO</b>	Music General	News General	Programming
<b>KGVA</b>	Music General	Indian	Local News
<b>KHSU</b>	Music General	News General	Programming
<b>KIDE</b>	Music General	Only Station	Local News
<b>KMUN</b>	Music General	News General	Programming
<b>KSER</b>	Music General	Variety	News General
<b>STATION B</b>	News General	Music General	Programming
<b>STATION C</b>	Music General	News General	Programming
<b>KZYZ</b>	Music General	News General	Programming
<b>NCPR</b>	News General	Music General	Programming
<b>WKMS</b>	Music General	News General	Variety
<b>WTIP</b>	Local News	Only Station	Music General
<b>WVMR</b>	Local News	Music General	Only Station
<b>WVUB</b>	Music General	News General	Local News
<b>WXPR</b>	Music General	News General	Classical

## WHY STOP LISTENING

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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.

<b>STATION A</b>	16.0
<b>KCHO</b>	10.8
<b>KGVA</b>	16.5
<b>KHSU</b>	23.8
<b>KIDE</b>	22.8
<b>KMUN</b>	9.2
<b>KSER</b>	11.6
<b>STATION B</b>	11.6
<b>STATION C</b>	13.5
<b>KZYZ</b>	18.8
<b>NCPR</b>	11.1
<b>WKMS</b>	11.7
<b>WTIP</b>	17.5
<b>WVMR</b>	12.5
<b>WVUB</b>	13.2
<b>WXPR</b>	5.3
<b>Average</b>	<b>14.1</b>

## DAYPARTS

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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 1,019 for Sunday-Saturday; 987 for Monday-Friday; 1,435 for Saturday; and 866 for Sunday.

<i>Station</i>	<i>All</i>	<i>Weekday</i>	<i>Saturday</i>	<i>Sunday</i>
<b>STATION A</b>	1,163	1,230	1,112	1,002
<b>KCHO</b>	2,411	1,857	5,760	2,196
<b>KGVA</b>	335	370	313	188
<b>KHSU</b>	1,761	1,931	1,373	1,308
<b>KIDE</b>	112	132	65	58
<b>KMUN</b>	775	707	862	1,090
<b>KSER</b>	1,884	2,310		
<b>STATION B</b>	1,051	1,082	1,805	239
<b>STATION C</b>	1,512	1,615	1,238	1,135
<b>KZYX</b>	880	597	1,928	1,452
<b>NCPR</b>	772	762	478	1,210
<b>WKMS</b>	692	701	560	779
<b>WTIP</b>	161	167	179	114
<b>WVMR</b>	136	155	54	131
<b>WVUB</b>	807	615	2,060	658
<b>WXPR</b>	1,846	1,563	3,734	1,425
<b>Average</b>	<b>1,019</b>	<b>987</b>	<b>1,435</b>	<b>866</b>