

HOW STATION FORMATS TARGET DIFFERENT PRODUCT USER/BUYER GROUPS

While demographics remain the most commonly utilized media targeting tool, especially for TV and radio, sophisticated marketers recognize the merits of product use data—when it is available. Since defining radio station audiences by their product purchase or usage goes directly to the point for each marketer, services (like Scarborough Research) that measure station listenership and the vital marketing interface for many categories are an important source for such evaluations.

To demonstrate this point, with the cooperation of Scarborough Research, we have taken 16 broad radio format groupings in all of the measured markets (DMAs) collectively, and indicated how well—or poorly—they target future buyers or recent users of a variety of products and services. For example, in Table I, we see that 4% of all adults in the 81 markets studied listened to one or more classical music radio stations on a weekly basis. The remainder of the table defines the ability of radio stations by format to target financial/legal service users on a relative index basis. As shown, adults who used a discount broker in the past year (3% of all adults in the 81 markets) were 98% more likely than all adults to listen to a classical radio station on one or more occasions over a weekly time frame (198 index). In other words, while only 4% of the total adult population in those markets listened to this station format weekly, roughly 8% of discount stock broker clients did so.

Tables II-VII present a similar analysis for the travel, new vehicle buyer, electronics, medication user and various beverage categories. As is evident from the data, many of the differences that appear between station formats in these product use/buying intent indices can be traced in part to key demographic variables, most notably sex, age, income and race.

A few examples illustrate the demographic “connection.” Although it appeals primarily to adults in their late middle aged and older years, classical radio also targets upper income listeners to a far greater degree than most other formats, hence its proclivity for singling out adults who use stock brokers of the full service or discount variety. When it comes to foreign travel, classical stations score high due to a combination of older age skews (retirees) and affluent listeners.

Although demographics can tell us a lot about targeting an advertiser’s best customer prospects, as a rule, they do not provide as sharp a differentiation as more direct, product usage linkups, some of which are described in this paper. Some ad campaigns may strive to motivate specific subsegments of a product user group (e.g. 18–34-year-old sports car buyers, women who are frequent travelers, etc.), and such breakdowns—subject to common sense sample size limits—are available from multi-market research companies like Scarborough and, on a national basis, MRI or Simmons (SMRB). Clearly, such research can improve an advertiser’s targeting mechanisms and, hopefully, maximize his/her return-on-investment.

(Another article in this book, “Media Weight Balancing: Which Radio Formats Target Heavy and Light TV, Radio and Newspaper Users?” appears in Chapter V: Qualitative Factors. It provides a full demographic profile from Scarborough Research of radio format listeners. For those who are interested, these data can be compared with the product use/buying intent indices shown in this report.)

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TABLE I

RELATIVE INDICES OF PAST YEAR PROFESSIONAL SERVICE USERS LISTENING TO RADIO STATION FORMATS

	% LISTENING WEEKLY ¹	PROFESSIONAL SERVICES USED BY HOUSEHOLD IN PAST 12 MONTHS						
		DISCOUNT BROKER	FULL SERVICE BROKER	ONLINE INVESTING/TRADING	REAL ESTATE AGENT BUY/RENT HOME	SELL HOME	ATTORNEY PERSONAL INJURY	OTHER
Country	20.8	74	94	83	104	107	106	102
News/Talk/Information	19.5	182	151	155	109	121	69	114
Adult Contemporary	15.2	114	104	117	109	110	112	105
Pop Contemporary Hit Radio	13.8	62	68	100	127	92	134	107
Classic Rock	10.2	115	97	129	111	106	113	111
Rhythmic Contemporary Hit Radio	8.2	61	42	84	115	78	137	86
Alternative	5.8	103	72	150	129	94	130	93
Urban AC	5.8	55	47	72	107	74	163	82
Urban Contemporary	6.1	61	42	70	115	69	183	86
Oldies	5.4	102	120	94	86	93	80	108
Album Oriented Rock	4.5	109	90	125	110	99	120	110
Active Rock	4.3	80	69	119	115	101	123	107
Classical	4.3	198	158	173	103	113	71	127
New AC/Smooth Jazz	3.9	139	109	123	114	109	116	101
Religious	3.1	120	96	99	102	111	81	98
Adult Standards	1.3	126	183	77	62	112	— ²	110
% Of Adults Using	—	3.1	8.9	4.8	5.8	4.3	1.7	9.6

Note: Base is adults 18+ in 81 measured markets.

¹Monday-Sunday 6am-Midnight cume.

²Unreliable—35 or fewer respondents.

Source: Scarborough USA+ 2007 Release 2 (12 months only).

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TABLE II

RELATIVE INDICES OF TRAVELERS LISTENING TO RADIO STATION FORMATS

	% LISTENING WEEKLY ¹	STAY AT UPSCALE HOTEL/MOTEL IN PAST 12 MONTHS	5+ PERSONAL FOREIGN TRIPS IN PAST THREE YEARS	2+ DOMESTIC AIR ROUND- TRIPS IN PAST 12 MONTHS
Country	20.8	92	68	87
News/Talk/Information	19.5	136	119	136
Adult Contemporary	15.2	119	111	113
Pop Contemporary Hit Radio	13.8	109	111	102
Classic Rock	10.2	119	95	110
Rhythmic Contemp. Hit Radio	8.2	87	120	102
Alternative	5.8	128	92	124
Urban AC	5.8	83	81	96
Urban Contemporary	6.1	80	81	84
Oldies	5.4	108	102	106
Album Oriented Rock	4.5	98	71	104
Active Rock	4.3	97	95	89
Classical	4.3	142	143	147
New AC/Smooth Jazz	3.9	128	150	144
Religious	3.1	111	95	99
Adult Standards	1.3	98	94	103
% Of Adult Travelers	—	9.5	3.4	23.7

Note: Base is adults 18+ in 81 measured markets.

¹Monday-Sunday 6am-Midnight cume.

Source: Scarborough USA+ 2007 Release 2 (12 months only).

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TABLE III

RELATIVE INDICES OF FUTURE NEW VEHICLE BUYERS LISTENING TO RADIO STATION FORMATS

	% LISTENING WEEKLY ¹	NEW VEHICLE HOUSEHOLD PLANS TO BUY IN NEXT 12 MONTHS							
		ANY NEW VEHICLE	COMPACT CAR	MIDSIZE CAR	FULL SIZE CAR	LUXURY VEHICLE (ANY SIZE)	PICKUP TRUCK	SUV	VAN OR MINIVAN
Country	20.8	97	91	89	68	70	127	105	92
News/Talk/Information	19.5	107	107	114	100	108	86	107	95
Adult Contemporary	15.2	106	115	108	93	110	91	109	98
Pop Contemporary Hit Radio	13.8	113	131	113	98	122	127	119	97
Classic Rock	10.2	105	109	103	63	84	120	115	98
Rhythmic Contemporary Hit Radio	8.2	128	138	117	109	172	131	123	145
Alternative	5.8	125	173	109	107	155	107	153	121
Urban AC	5.8	130	115	136	134	193	91	142	127
Urban Contemporary	6.1	133	119	157	159	194	109	143	164
Oldies	5.4	97	101	114	93	86	93	90	79
Album Oriented Rock	4.5	104	115	100	— ²	67	126	109	103
Active Rock	4.3	116	129	106	— ²	94	185	90	— ²
Classical	4.3	95	108	94	79	106	68	101	80
New AC/Smooth Jazz	3.9	120	134	121	87	163	86	124	96
Religious	3.1	97	100	76	115	82	86	117	102
Adult Standards	1.3	75	— ²	113	— ²	— ²	— ²	49	— ²
% Of Adults Intending To Buy	—	10.1	1.2	2.1	1.0	1.6	2.0	2.6	1.1

Note: Base is adults 18+ in 81 measured markets.

¹Monday-Sunday 6am-Midnight cume.

²Unreliable—35 or fewer respondents.

Source: Scarborough USA+ 2007 Release 2 (12 months only).

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TABLE IV

RELATIVE INDICES OF FUTURE ELECTRONICS PRODUCTS PURCHASERS LISTENING TO RADIO STATION FORMATS

	% LISTENING WEEKLY ¹	ITEMS/SERVICES HOUSEHOLD PLANS TO BUY IN NEXT 12 MONTHS						
		COM-PUTER	DIGITAL CAMERA	DVR	SATELLITE		VIDEO GAME SYSTEM	WIRELESS/CELLULAR SERVICE
					RADIO	TV		
Country	20.8	88	96	92	101	90	88	97
News/Talk/Information	19.5	90	93	98	78	91	65	83
Adult Contemporary	15.2	101	111	98	91	85	92	89
Pop Contemporary Hit Radio	13.8	126	119	135	141	124	154	125
Classic Rock	10.2	108	109	116	153	119	114	103
Rhythmic Contemporary Hit Radio	8.2	144	149	153	171	120	210	167
Alternative	5.8	130	135	155	198	130	167	122
Urban AC	5.8	136	137	163	127	135	169	152
Urban Contemporary	6.1	146	153	183	145	162	230	161
Oldies	5.4	90	91	93	82	83	68	89
Album Oriented Rock	4.5	129	107	108	149	98	163	126
Active Rock	4.3	128	121	129	215	160	155	127
Classical	4.3	94	99	93	94	61	53	84
New AC/Smooth Jazz	3.9	110	115	142	106	102	91	100
Religious	3.1	85	101	84	74	96	79	105
Adult Standards	1.3	62	60	34	— ²	— ²	— ²	59
% Of Adults Intending To Buy	—	9.6	7.6	3.3	1.3	2.1	3.5	4.5

Note: Base is adults 18+ in 81 measured markets.

¹Monday-Sunday 6am-Midnight cume.

²Unreliable—35 or fewer respondents.

Source: Scarborough USA+ 2007 Release 2 (12 months only).

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TABLE V

RELATIVE INDICES OF PAST YEAR MEDICATION BUYERS LISTENING TO RADIO STATION FORMATS

	% LISTENING WEEKLY ¹	REASON MEDICATION BOUGHT IN PAST 12 MONTHS							
		ALLER-GIES	ARTH-RITIS	COLD/FLU	DIA-BETES	DIGESTIVE DIS-ORDER	HIGH BLOOD PRESSURE	QUIT SMOKING	WEIGHT LOSS
Country	20.8	111	101	109	100	107	96	113	118
News/Talk/Information	19.5	96	108	94	98	105	114	85	62
Adult Contemporary	15.2	110	92	111	90	108	93	101	111
Pop Contemporary Hit Radio	13.8	120	47	128	51	89	51	139	161
Classic Rock	10.2	107	69	114	70	98	73	129	102
Rhythmic Contemporary Hit Radio	8.2	108	43	128	60	74	49	105	160
Alternative	5.8	110	42	120	49	87	46	113	120
Urban AC	5.8	103	88	110	106	72	97	89	154
Urban Contemporary	6.1	107	64	115	79	73	70	127	156
Oldies	5.4	98	110	102	107	104	106	94	81
Album Oriented Rock	4.5	112	53	116	72	95	67	162	105
Active Rock	4.3	106	45	115	52	93	50	143	106
Classical	4.3	95	106	89	96	109	112	72	59
New AC/Smooth Jazz	3.9	93	98	101	97	87	100	68	87
Religious	3.1	101	111	99	117	106	113	98	102
Adult Standards	1.3	70	173	65	162	137	179	72	49
% Of Adults Buying	—	30.5	12.5	39.9	8.4	16.7	24.8	2.3	4.4

Note: Base is adults 18+ in 81 measured markets.

¹Monday-Sunday 6am-Midnight cume.

Source: Scarborough USA+ 2007 Release 2 (12 months only).

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TABLE VI

RELATIVE INDICES OF NON-ALCOHOLIC BEVERAGE DRINKERS LISTENING TO RADIO STATION FORMATS

	% LISTENING WEEKLY ¹	DRANK IN PAST SEVEN DAYS								
		BOTTLED WATER	100% FRUIT JUICE	OTHER FRUIT DRINKS	SPORTS DRINKS	TEA (BOTTLES/ CANS)	DIET SOFT DRINKS	REGULAR SOFT DRINKS	SPECIALTY COFFEE	
								HOT	ICED	
Country	20.8	102	94	94	105	92	106	106	95	99
News/Talk/Information	19.5	95	99	79	81	84	107	88	104	94
Adult Contemporary	15.2	110	102	98	93	108	105	95	107	120
Pop Contemporary Hit Radio	13.8	115	102	113	128	120	98	111	111	162
Classic Rock	10.2	105	96	94	120	106	99	108	101	111
Rhythmic Contemporary Hit Radio	8.2	121	110	138	153	148	87	115	108	160
Alternative	5.8	115	98	102	138	112	96	110	117	164
Urban AC	5.8	117	115	154	117	143	88	114	97	99
Urban Contemporary	6.1	114	115	153	137	147	83	120	101	114
Oldies	5.4	97	100	87	80	91	107	94	98	82
Album Oriented Rock	4.5	108	94	98	127	115	100	110	101	120
Active Rock	4.3	109	97	104	150	104	92	117	99	120
Classical	4.3	94	107	82	74	81	102	80	115	98
New AC/Smooth Jazz	3.9	112	110	109	93	119	95	94	109	112
Religious	3.1	99	105	94	84	97	103	96	99	98
Adult Standards	1.3	75	107	78	48	73	110	76	81	54
% Of Adults Using	—	49.5	44.1	28.4	21.4	22.9	43.2	56.5	21.9	6.1

Note: Base is adults 18+ in 81 measured markets.

¹Monday-Sunday 6am-Midnight cume.

Source: Scarborough USA+ 2007 Release 2 (12 months only).

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TABLE VII

RELATIVE INDICES OF ALCOHOLIC BEVERAGE DRINKERS LISTENING TO RADIO STATION FORMATS

	% LISTENING WEEKLY ¹	DRANK IN PAST 30 DAYS					BOUGHT WINE IN PAST 3 MONTHS
		DOMESTIC LIGHT BEER	DOMESTIC REGULAR BEER	MICRO-BREW BEER	IMPORTED BEER	LIQUOR	
Country	20.8	115	95	84	83	99	100
News/Talk/Information	20.6	102	116	148	118	106	101
Adult Contemporary	15.6	100	93	85	105	107	100
Pop Contemporary Hit Radio	11.9	120	106	101	119	120	100
Classic Rock	10.1	129	136	165	135	120	101
Rhythmic Contemporary Hit Radio	6.9	106	102	86	131	118	99
Urban AC	5.7	84	96	38	94	110	97
Oldies	5.6	110	111	102	97	107	100
Urban Contemporary	5.3	91	101	47	106	118	97
Alternative	5.1	131	142	216	150	127	100
Album Oriented Rock	4.5	132	141	136	135	120	100
Classical	4.4	84	111	153	126	109	101
New AC/Smooth Jazz	4.1	89	107	105	129	118	99
Active Rock	3.9	141	146	189	131	124	100
Religious	3.3	79	75	67	79	78	101
Adult Standards	1.4	94	96	57	70	96	100
% Of Adults Drinking	—	27.8	20.2	4.6	20.6	38.4	93.8

Note: Base is adults 21+ in 81 measured markets.

¹Monday-Sunday 6am-Midnight cume.

Source: Scarborough USA+ 2007 Release 2 (12 months only).