

Radio audience measurement across the broadcast area of Radio Amadeus

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Abstract

Collecting valid data on listenership habits as well as investigating and measuring customer satisfaction are the prerequisites of valid and needs-based media design. Having a real picture of demands greatly contributes to enhancing the quality of media products and services and gives opportunity to pursuit the mission of mass media. Accordingly, the results of the present survey are expected to provide invaluable information for media agencies and advertising agencies.

I. Introduction

The Radio Amadeus Ltd. commissioned a long-established independent agency with multi-year experience to conduct a survey on current listenership habits in the circle of the listeners of Radio Amadeus. Drawing on the retrieved data the commissioned agency accomplished radio audience measurement between June 10 and July 10, 2012 in this respect. In order to fulfil the validity requirements of the research the agency applied statistical calculations and presented tabulated data of this bounded phenomenon.

II. Data collection instruments

In terms of data collection instruments the researcher used multiple tools. Surveyors have been involved who by means of a questionnaire conducted (1) face to face and (2) telephone interviews with the respondents. The respondents, in case of the present survey, 500 people living in the region of Szolnok were selected randomly.

III. Respondents

A total of some 500 respondents representative of the Szolnok population aged between 15 and 60+ have been surveyed. Six age groups of the respondents have been differentiated: (1) 50 people aged between 15-19, (2) 100 people aged between 20-29, (3) 100 people aged between 30-39, (4) 100 people aged between 40-49, (5) 100 people aged between 50-59 and (6) 50 people over 60. The surveyors inquired about the listenership habits of the target groups. Answers have been elicited via

spontaneous approaches in work places, shopping centres and streets. The surveyors went through all the questions of the questionnaire.

IV. Time span

Samples were taken between June 10-July 10, 2012.

V. The objectives

Radio Audience Measurement (RAM) shows interesting information about radio consumption patterns in the region of Szolnok. The survey focuses on three main issues: (1) the listenership share/ preference of the reachable radio channels in the region, (2) the preferred time zones for listening the reachable radio channels, (3) the amount of average time spent listening the reachable channels, and also (4) the age and gender distribution of target listeners in the region. The latter focus is considered as the innovation and uniqueness of the survey: besides investigating radio consumption patterns the present survey provides gender-, and age-specific information on the investigated phenomenon.

VI. Research questions:

1. What is the mostly listened radio in case of each particular age group?
2. What is the mostly listened radio for them all?
3. What is the preferred time period for listening in case of each particular age group?
4. What is the preferred time period for listening for them all?
5. How much time is spent listening to the radio in case of each particular age group?
6. How much time is spent listening to the radio for them all?
7. What is the audience share of Radio Amadeus in the region?
8. What is the gender distribution of audience share of Radio Amadeus?

VII. Results and discussion

Taking into account the interviews of the focus groups and an analysis of the data, several general, though by no means exhaustive, observations can be made from the survey results:

Listenership preference

It is evidence that Radio Amadeus is the favourite radio channel for all age groups. In the circle of listeners aged 15 the popularity of Amadeus is displayed with a rate of 29%, in the target group aged between 20-29 it goes as high as 40%, between the ages of 30-39 it is 40%. It peaks in the circle of listeners between 40-49, with 48%, 50-59 44 %, over 60 42%. The cumulative number is 41%.

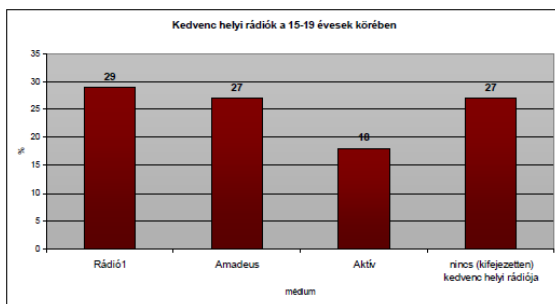


Fig. 1. a. The favourite radio channels in the circle of respondents

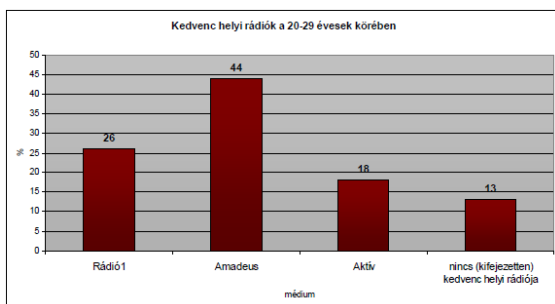


Fig. 1. b. The favourite radio channels in the circle of respondents

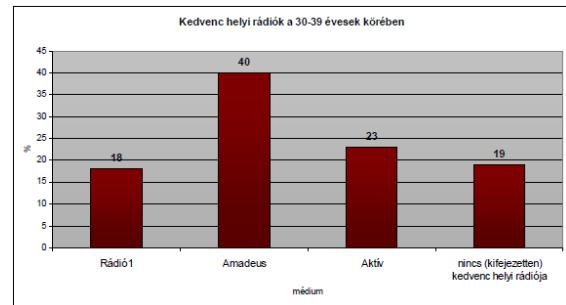


Fig. 1. c. The favourite radio channels in the circle of respondents

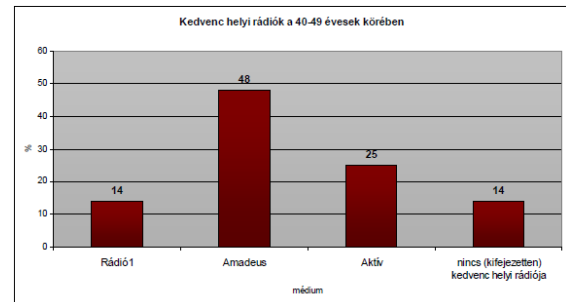


Fig.1.d. The favourite radio channels in the circle of respondents

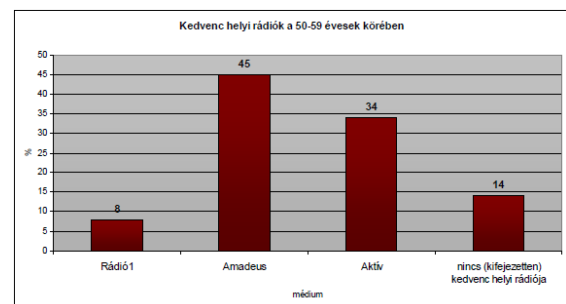


Fig. 1. e. The favourite radio channels in the circle of respondents

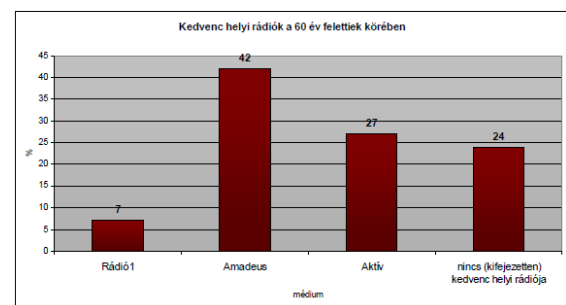


Fig. 1. f. The favourite radio channels in the circle of respondents

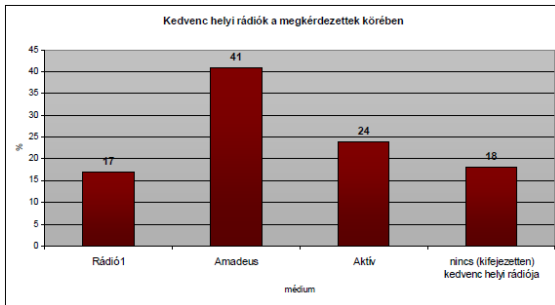


Fig. 1. g. The favourite radio channels in the circle of respondents

The preferred time zones for listenership

For 28% of 15 year-olds the preferred time zone is between 18 and 20 o'clock. It peaks in the period between the ages of 18-20 and bottoms between the ages of 12-16. The period after 20 o'clock seems to be fairly unfavourable in this age group with only 7%. 24 % of this age group listen to radio at the weekend.

For 32% of the listeners aged 20-29 the most preferred time is 8-12, the least preferred period is between 12-16 o'clock with 5%. Weekend listening shows a high correlation with the previous age group exhibiting a similarly high rate of 28%.

Regarding the age group between 30-39 three periods are favoured: time zone between 6-8 for 29%, 8-12 for 37% and 16-18 for 22% of the listeners. Weekends show low listening with only 7%.

Half of the listeners between the ages of 40-49 prefer the period between 8-12 o'clock and do not exhibit high interest in listening at the weekend similarly to the group aged 30-39.

42% of listeners between the ages of 50-59 listen to radio between 6-8 o'clock. Between the ages of 8-12 it is 32%, between the ages of 16-18 it is even lower, 29% and the weekends are embraced by 25% of the listeners of that age group.

Over 60 the period between 8-12 is the first for 56% of the listeners, the second most favourable zone is the period between 6-8 o'clock. The figures bottom after 20 o'clock with the rate of 8% of the listeners. 18% of these listeners listen to the radio at the weekends.

The cumulative figures show that the most preferred time zones are 8-12 o'clock for 38%, time zone 6-8 o'clock for 29%, 16-18 for 24%. Weekends exhibit 16%.

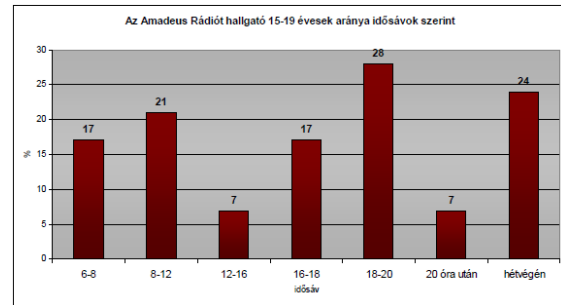


Fig. 2. a. Preferred time zones

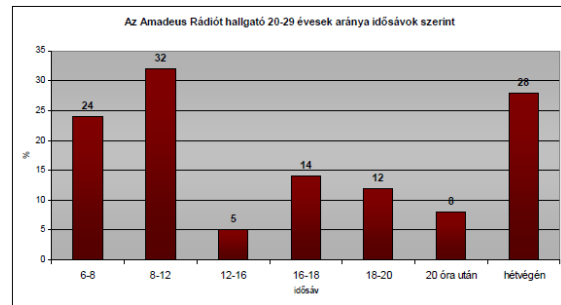


Fig. 2. b. Preferred time zones

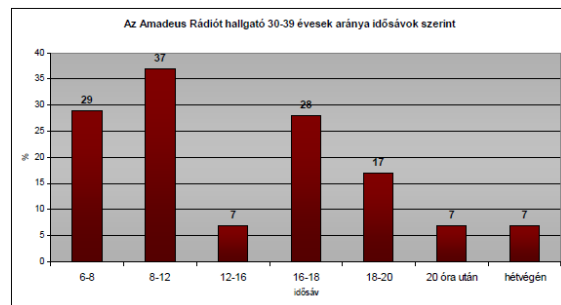


Fig. 2. c. Preferred time zones

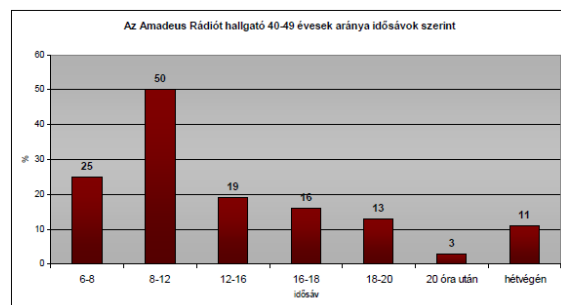


Fig. 2. d. Preferred time zones

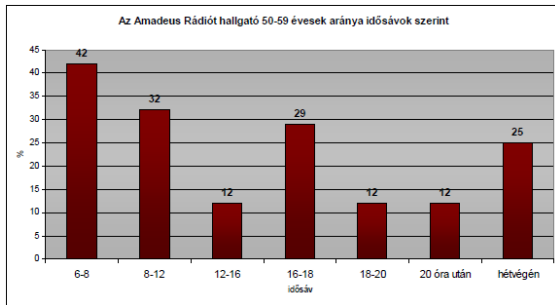


Fig. 2. e. Preferred time zones

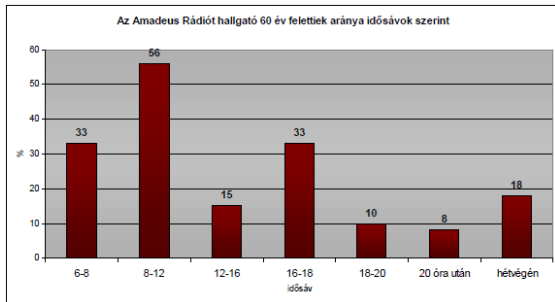


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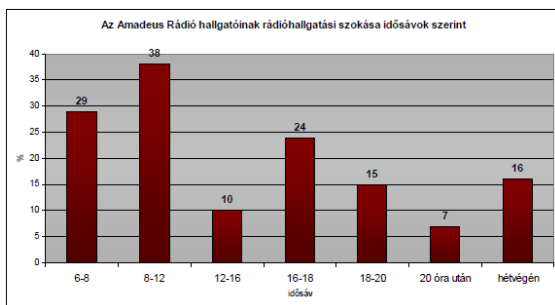


Fig. 2. g. Preferred time zones

Daily time spent listening to the radio

60% of the listeners spend one hour with radio listening, 24% of them reported on time between 1 and 3 hours, 5% of the respondents do not listen to the radio at all.

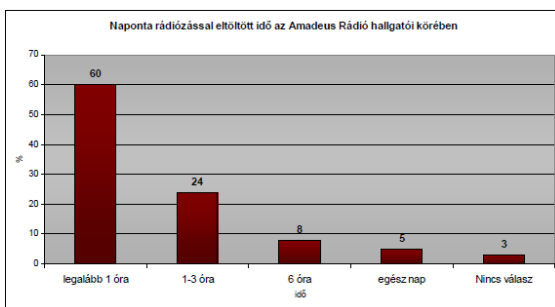


Fig. 3. Daily time spent listening to Radio Amadeus

Audience share of the radio channels reachable in the region

20% of the listeners favour Radio Amadeus, the second most liked channels in the order of their audience share are Aktív (17%), Class FM (16%), NeoFM and Rádió 1 (13%), MR2 Petőfi (11%) and MR1 Kossuth (9%).

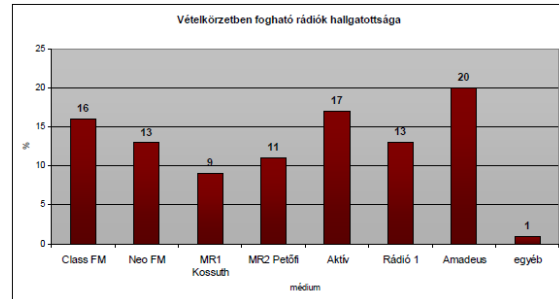


Fig. 4. Audience share of the radio channels reachable in the region

Gender distribution of audience share of the radio channels reachable in the region

The figures give evidence that women listen to radio in a higher percentage (12%) than men (8%). Regarding all indicated channels women show a lead of approximately 3-4%.

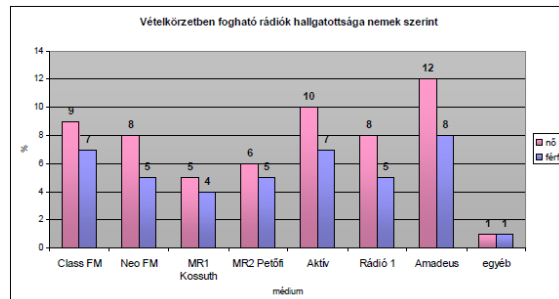


Fig. 5. Gender distribution of audience share of the radio channels in the region

VIII. Conclusion

In regards to preference the age groups between 20-60+ indicated a strong desire for Radio Amadeus. Amadeus Radio is listened to regularly by a high percentage (41%) of all respondents. Furthermore, the cumulative figures show that the most preferred time zones are 8-12 o'clock for 38%, time zone 6-8 o'clock for 29% and the period between 16-18 o'clock is indicated as being the best for listening for 24% of the respondents.

Regarding the time spent listening Radio Amadeus 60% of the listeners reported on one-hour listening, 24% of them indicated a time period between 1 and 3 hours, 5% of the respondents do not listen to the radio at all.

It is obvious that Radio Amadeus has outranked other reachable radio channels in the region. 20% of the listeners favour Radio Amadeus, the second most liked channels in the order of their audience

share are Aktív (17%), Class FM (16%), NeoFM and Rádió 1 (13%), MR2 Petőfi (11%) and MR1 Kossuth (9%). Regarding gender distribution women show a higher percentage regarding radio listening than men.

IX. Implications and recommendations for further research

A subsequent study might be recommended to find out more about listenership habits, e.g. to reveal the reason why a particular age group chooses that specific time for listening, where do they listen to the radio: out of home, at work, in car? As well, further surveys with the same foci in the circle of the same sample population could be repeated so that researchers could perceive changes, possible differences and similarities over time. Thus trends could be identified in listenership patterns. Having data from single surveys and from only one specified period of time is not suitable for generalizations and does not give the opportunity of identifying trends in a certain phenomenon.

Having such information is invaluable for advertising agencies, program makers and also for program content designers as they are able to calculate advertisement and program content impression. The full results stemming from the present survey responses are invaluable as this information is intended to help shape Radio Amadeus's pursuit of its mission through programming, marketing, and outreach. Furthermore, it is hoped that this survey can also serve as a benchmark for future surveys and evaluations, so that Radio Amadeus may be able to evaluate its efforts and its impact on the community.

References

- [1] Amadeus Rádió hallgatottsági felmérés 2012. június 10 - július 10