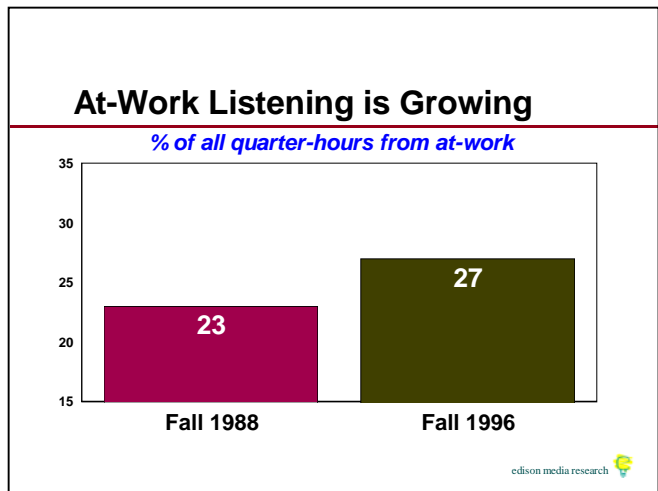
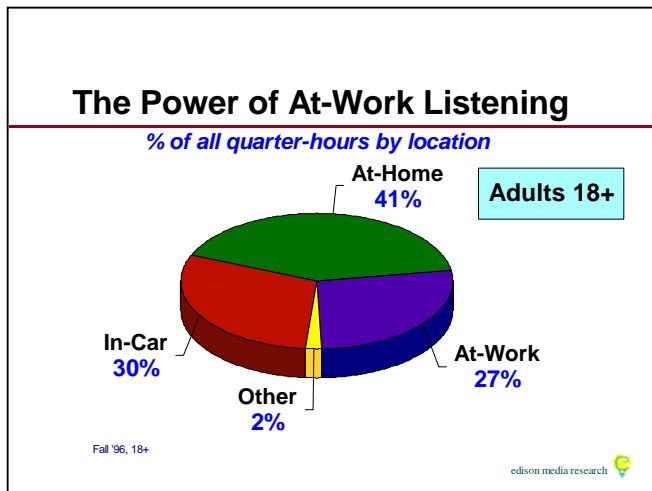


The Edison Media Research/Arbitron At-Work Listening Study September 1997

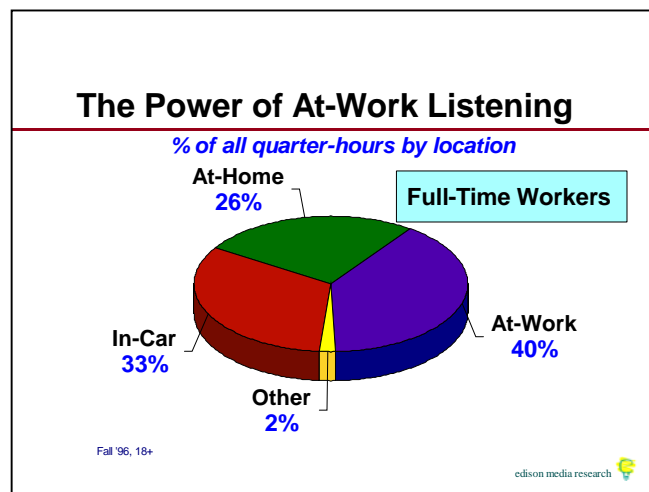
Edison Media Research and Arbitron engaged in a major study of both diary data and a national re-interview study to gain more information about the media habits of people who work. Our objectives were to look at three major areas:

- *The workplace itself -- who really works, where do they work, when, etc.
- *What are the dynamics of radio listening at work, and how does radio stack up against other media?
- *How can radio stations use this information to be more effective in targeting at-work listening both through better programming and marketing. Also, what are the implications for sales?

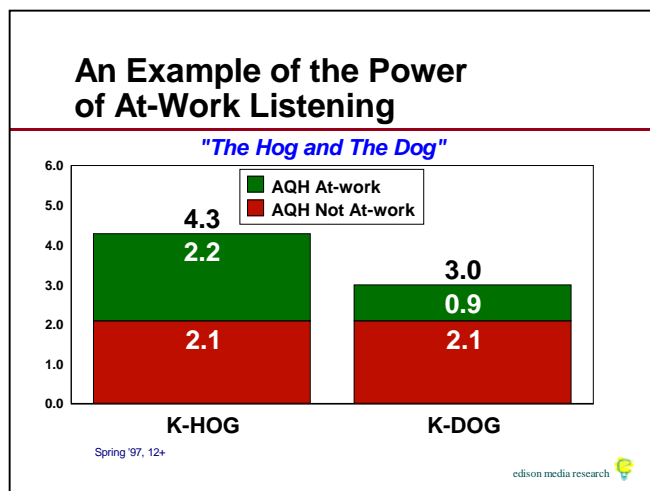
The enormous impact of at-work listening is seen in the following graphs. At-work listening accounts for 27% of all listening among adults 18+. And, in fact this number is growing. According to Arbitron estimates, at-work listening has grown 17% (from 23-27% of listening) in the last eight years.



An interesting fact emerges when one looks at at-work listening specifically among those people who work full-time (over 70% of adults 18-54). With this group, at-work listening accounts for 40% of all quarter-hours, and reigns as the number one listening location by some margin.



We can illustrate the power of at-work listening yet further by examining the Arbitron ratings of a competitive situation in a sample market. Two stations (whose names have been changed to protect the guilty), share the same format, the same target, and have similar signals. K-HOG and K-DOG receive identical amounts of listening at all locations other than at-work (2.1 shares). However, K-HOG delivers twice as much at-work listening. As a result, K-HOG is way out in front in the overall ratings battle. Clearly, K-HOG knows how to get at-work listening better than does K-DOG. This study was designed to give all stations better information to target this crucial listening location.



Having participated in many discussions with clients on the subject of at-work listening, we have heard many assumptions that are commonly shared. We wanted to test these various assumptions that are made about at-work listening.

Assumptions:

*Many people use the terms "at-work" and "in-office" interchangeably.

*Most people think of "9-to-5" when they think of at-work.

*Many managers cede at-work targeting to the Adult Contemporary stations and believe that no other format can successfully target this listening.

*Because so much listening is believed to be going to AC, many managers assume that most at-work listening should be targeted to women.

*Perhaps the most common assumption regarding at-work listening is that people are forced to listen to stations they wouldn't choose for themselves -- they are held captive by the boss or others.

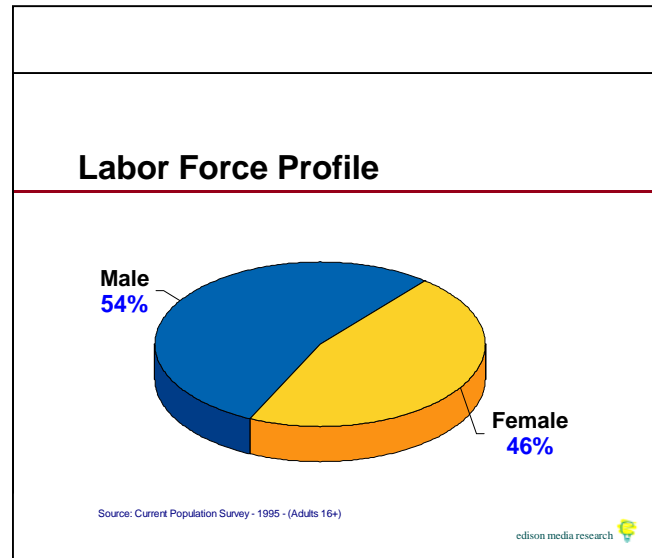
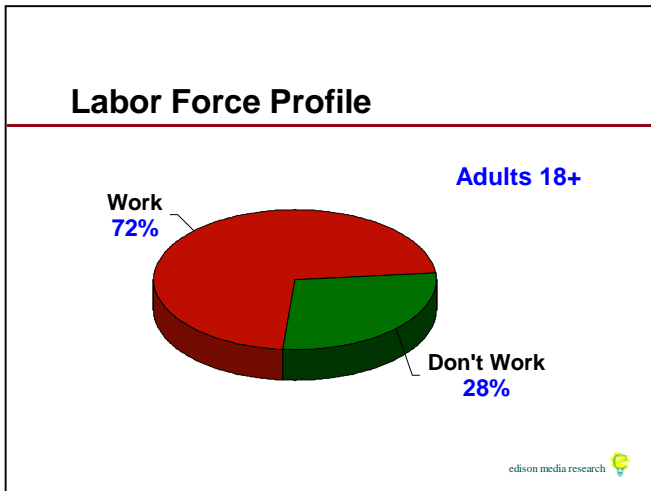
*Most programmers and managers assume that listeners tend to lock in on one station all day -- which leads to the huge amounts of at-work listening.

*It is widely assumed that quantity is vital to the choice people make in at-work listening.

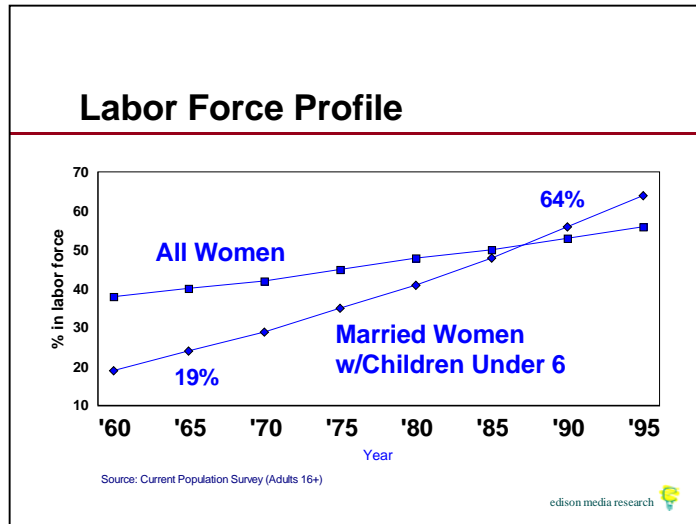
*Finally, there are assumptions as to the effectiveness of contesting and telemarketing in gaining at-work listening for your station.

We used a variety of sources to learn more about people who work. We compiled data from government sources such as the Census Bureau and Department of Labor statistics. We looked at all of the accumulated data from several hundred thousand Arbitron diaries, and we performed a re-interview study of a random national sample of 1123 Spring book diary keepers who work full or part-time.

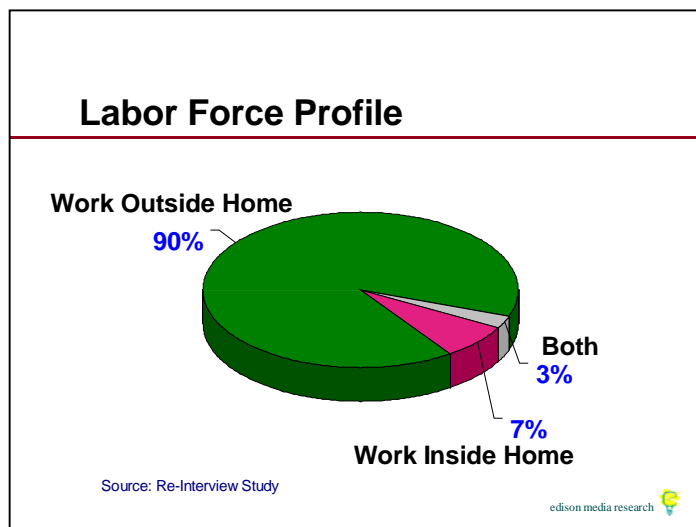
We first profiled the US Labor force. Fully 72% of adults 18+ work, and 84% of 20-54 year-olds work. Nearly 90% of those who work do so full time. The labor force is slightly more male than female, and importantly both Arbitron diaries and our telephone re-interviews show that men are as likely to listen to the radio at work as women, and listen for as many quarter hours as women do. Thus, more than half of all at-work listening comes from men.



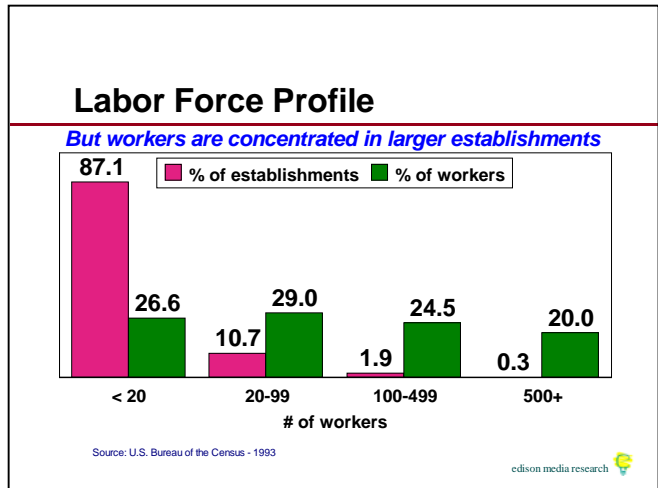
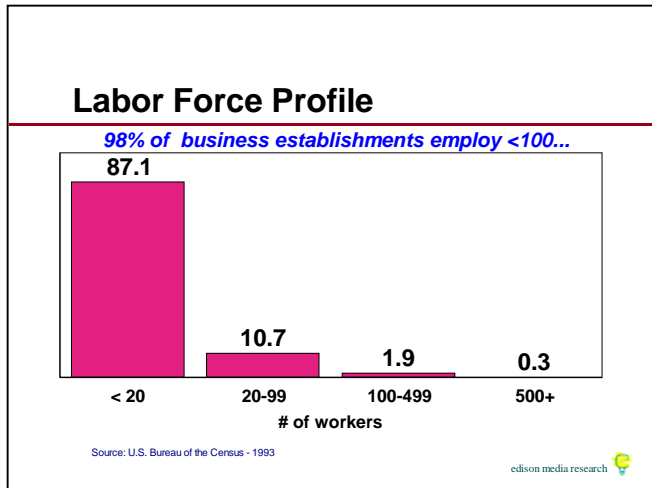
Women are still increasing their representation in the labor force. Currently, more than 50% of all women work, and 64% of married women with children under the age of six work -- one of the most important labor force changes of the last forty years. Married women with young children are the target audience of most daytime television shows, yet nearly two-thirds are in the workplace where they are more likely to be listening to the radio.



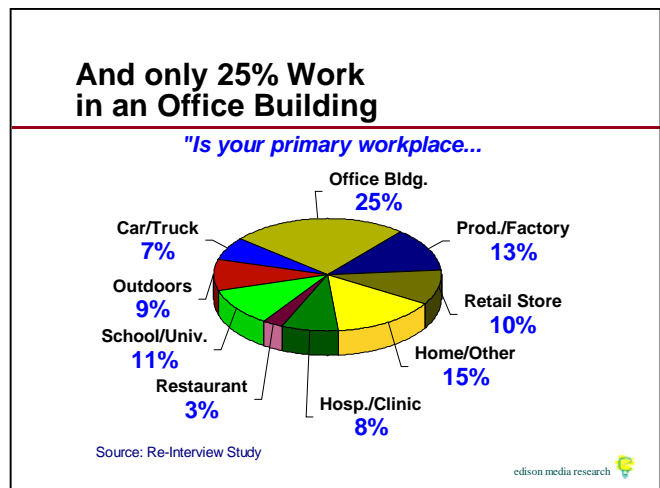
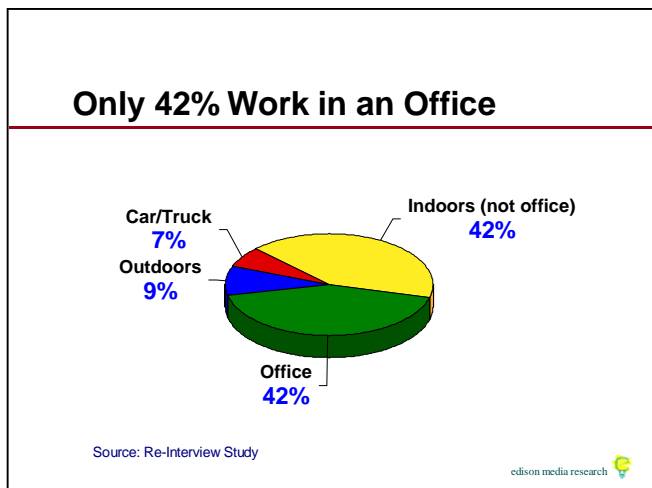
While most people work outside the home, our study showed that 7% work inside their home, a number that many people expect to grow even further.



We next uncovered one of the most important findings in our study. An overwhelming majority of business establishments employ under 100 people. However, fully 45% work in larger establishments. Thus, if your telemarketing or direct mail efforts are going out at a "one-per-establishment" rate, you are miserably under-representing the people who work in larger businesses. Finding people in larger businesses may be the biggest opportunity for radio to emerge from this study.

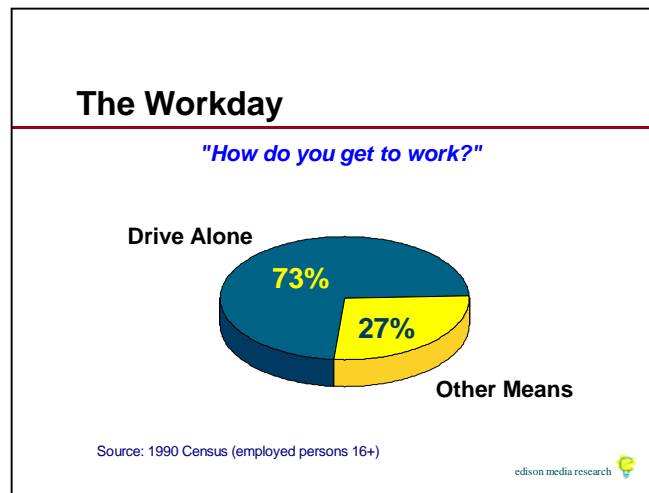
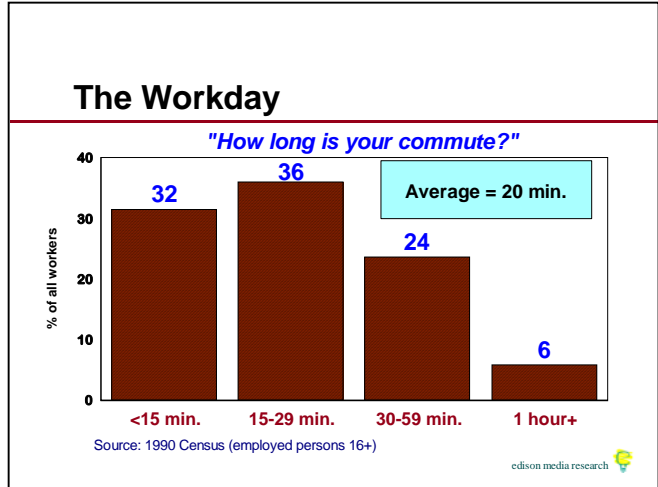
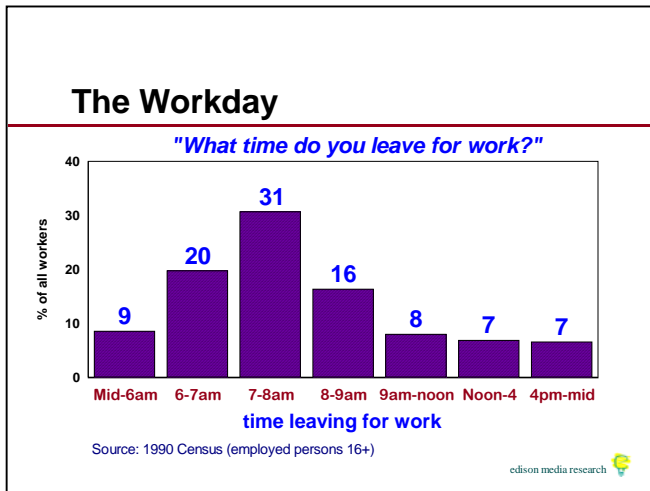


This study shatters the myth that at-work listening is the same as "in-office" listening. Only 42% of workers work in an office. And only 25% of people work in what they would term an "office building"; the kind of building most radio stations are in.



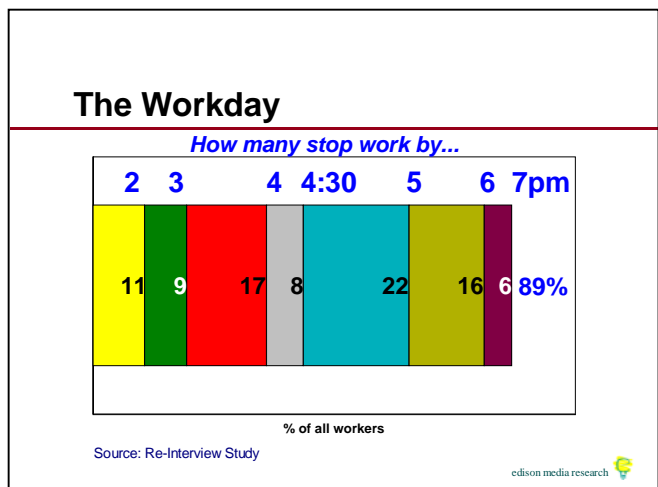
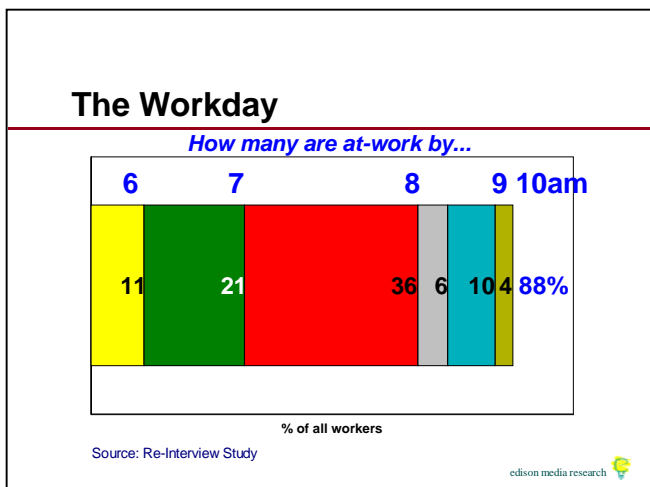
While people who work in offices are *slightly* more likely to listen to the radio at-work and *slightly* more likely to listen to Adult Contemporary, stations who are putting all of their efforts into offices are missing more than half the potential business.

Our study also shows some fascinating things about the work-day, again shattering myths. In general, people (who work) leave for work between 6AM and 8AM and drive alone for a twenty minute commute.

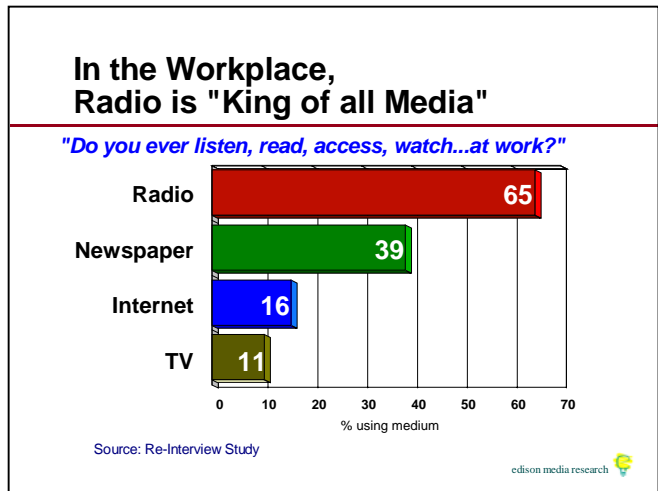
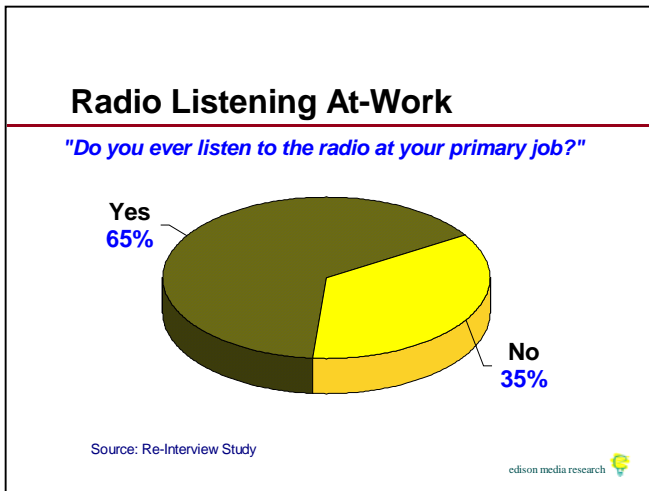


Here's the shocker: More than two-thirds of people who work are on the job by 8AM! Only 16% of people who work start between 8AM and 9AM, an hour when almost all radio stations have programming geared around commuting.

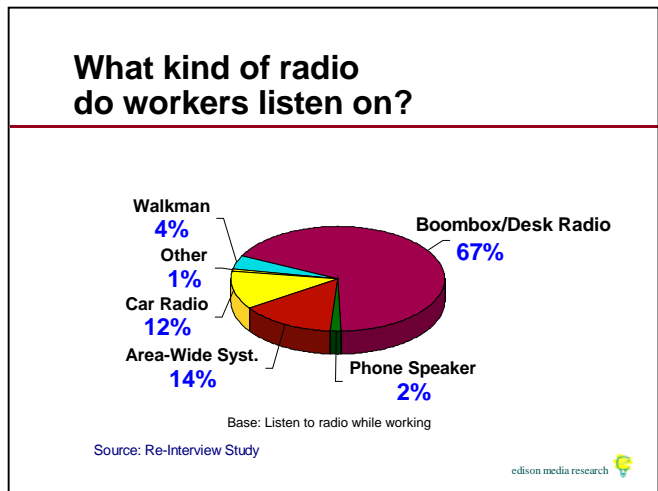
And while more people finish their workday between 4PM and 5PM, than any hour, the special five-o'clock programming that so many stations employ is relevant to maybe 30% of listeners.



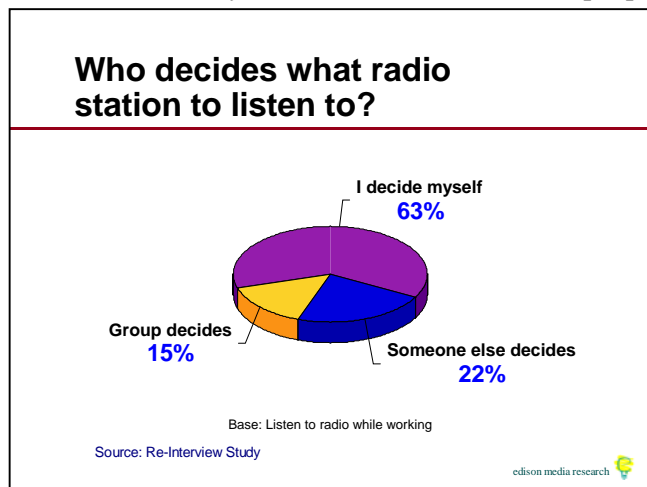
Our study showed that 65% of workers say they "ever listen" to the radio at work. This percentage far surpasses those for other media, one of the most powerful points for sales in this study.



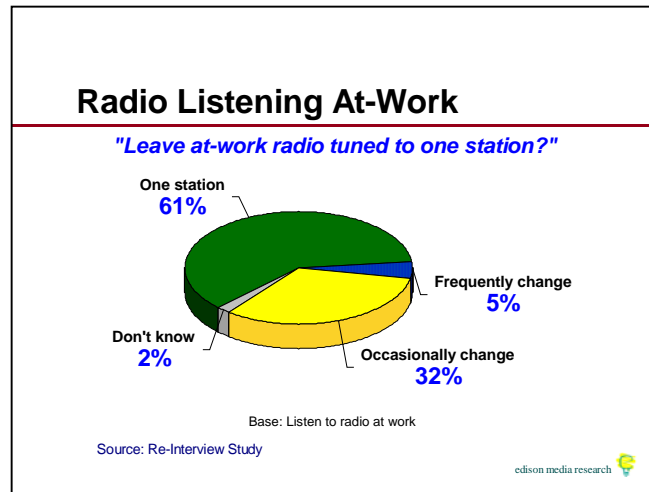
Radio listeners listen primarily on a boom-box or desk-radio and either listen alone or in very small groups.



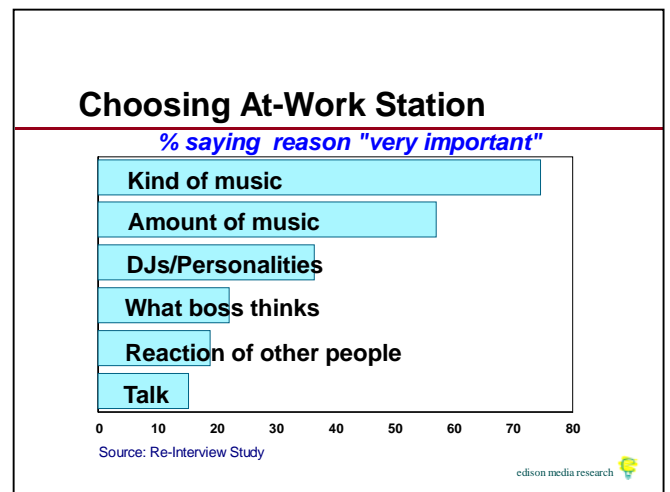
Radio listening is more of an individual experience than most programmers think it to be. Only 15% of workers are part of a group that decides what station to listen to, and only half of those people try to pick a station that the group can agree upon. Thus the well-worn radio slogan "The station everyone can agree on at-work" is only relevant at the margins, at best. Those people who are not able to choose the station they listen to comprise only 22% of workers. Not all of these people don't like the station that they are dictated -- in fact many are still listening to the station they listen to in other locations. And, there is no apparent bias in this situation -- people who can't choose their station are no more likely to listen to AC at work than people who can pick freely.



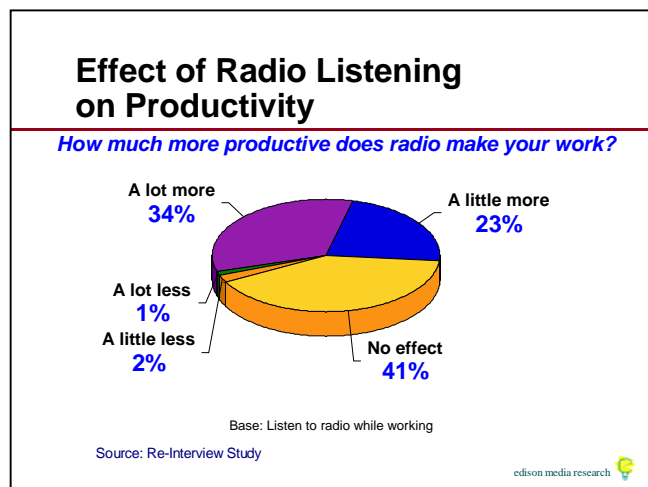
One "myth" that proved true is that people do listen primarily to one station at work. In particular, people who work in offices, factories, or stores tend to tune around less. So, if you can get someone to listen to you at work, a lot of quarter-hours can follow.



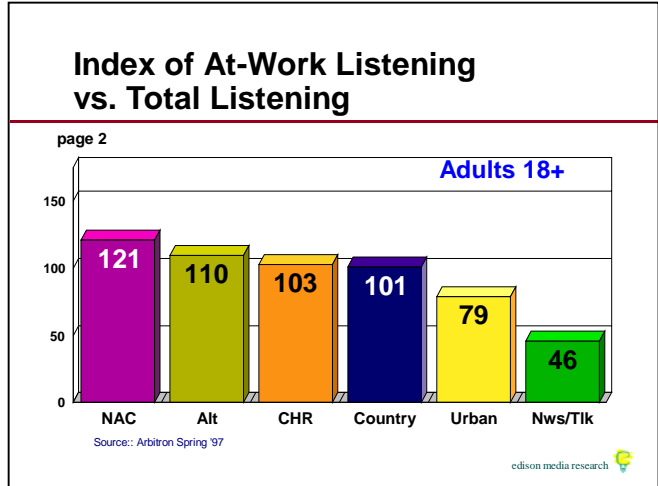
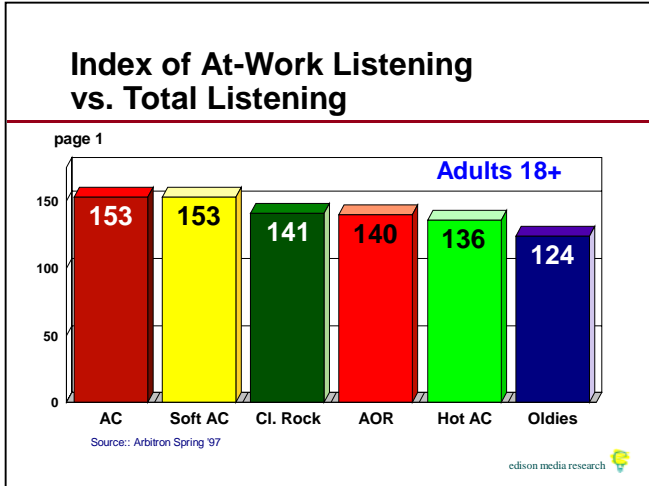
While the amount of music is very important to people in choosing the station to listen to at work, it is less important than the *kind* of music that a station plays. So quantity is probably the primary tie-breaker after one finds his favorite kind of music.



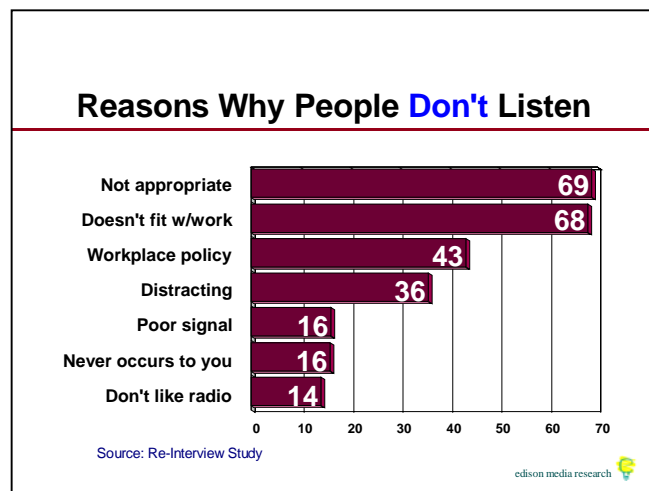
One of the other great sales findings from our study is that more than half of respondents tell us that listening to the radio makes their work more productive, and virtually no one says that listening to the radio makes them less productive.



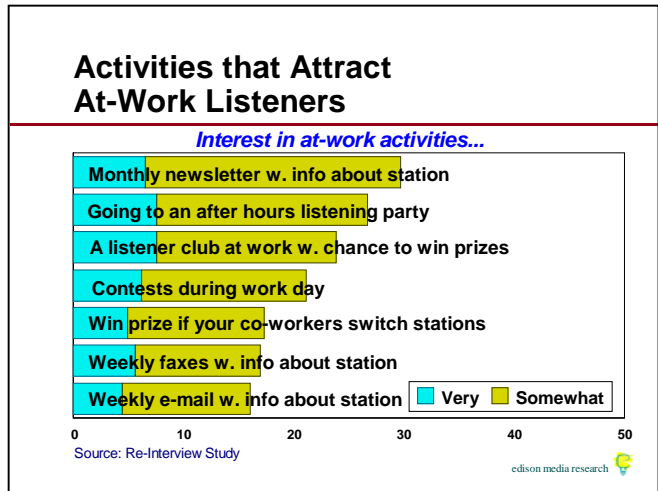
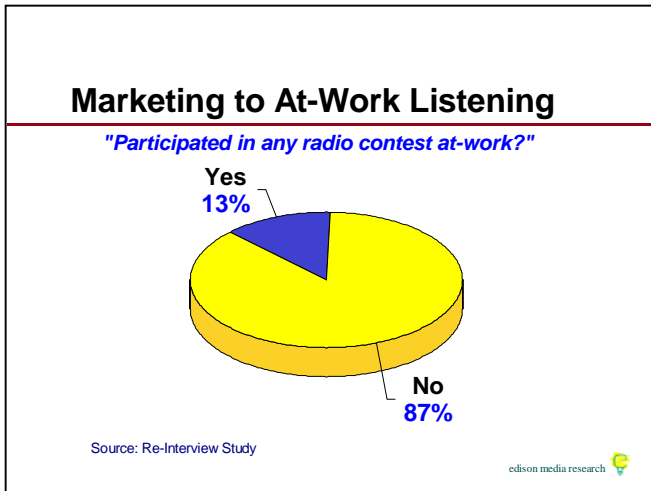
We busted another myth with this analysis. While AC and Soft AC do perform extremely well with at-work listening, other formats that are not typically thought of for at-work listening do just as well. In particular, Classic Rock and AOR index extremely high for at-work listening -- many of those men are listening to the rock stations. And, for some of the formats that perform less well at-work, this location presents an enormous opportunity. The study implies that there is no barrier to any music format garnering at-work listening -- however, news and talk formats do present larger challenges.



We also looked at people who *don't* listen to the radio at work and turned up other opportunities. Many of these people don't listen because of workplace policies or they can't get a signal. If radio could solve these political or technical problems, even more quarter hours may be available.



Finally, we looked at marketing to at-work listening. What we saw was that most people have better and more important things to do at work than participate in a contest. While all of the various attempts to promote at-work listening seem to work on a marginal level, none sticks out as a way to move masses of people. Clearly other methods must be used.



Radio stations should put new demands on their marketing partners for garnering listening at work. In particular, they should demand that the efforts get to all of the people at businesses of all sizes, and target the individual nature of most radio listening at work. Also, locations beyond the office and better targeted efforts by format and occupation would create more powerful, efficient results. Finally, marketing must fit the way people work and keep in account the fact that most people aren't willing to participate in contests.