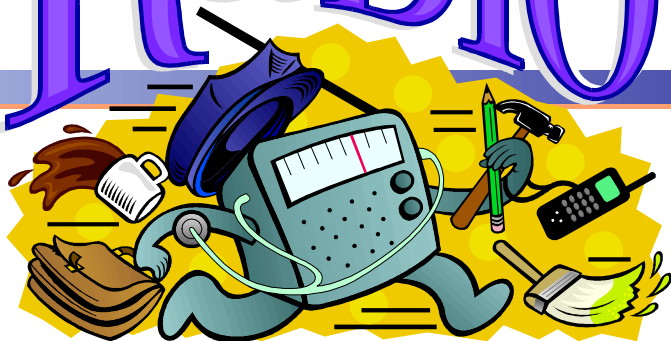


# RADIO



GOES *to* WORK

## The At-Work Listening Study



edison media research

**ARBITRON**

# Presenters:



- **Bob Patchen,  
The Arbitron Company**
- **Larry Rosin,  
Edison Media Research**



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# Study Objectives



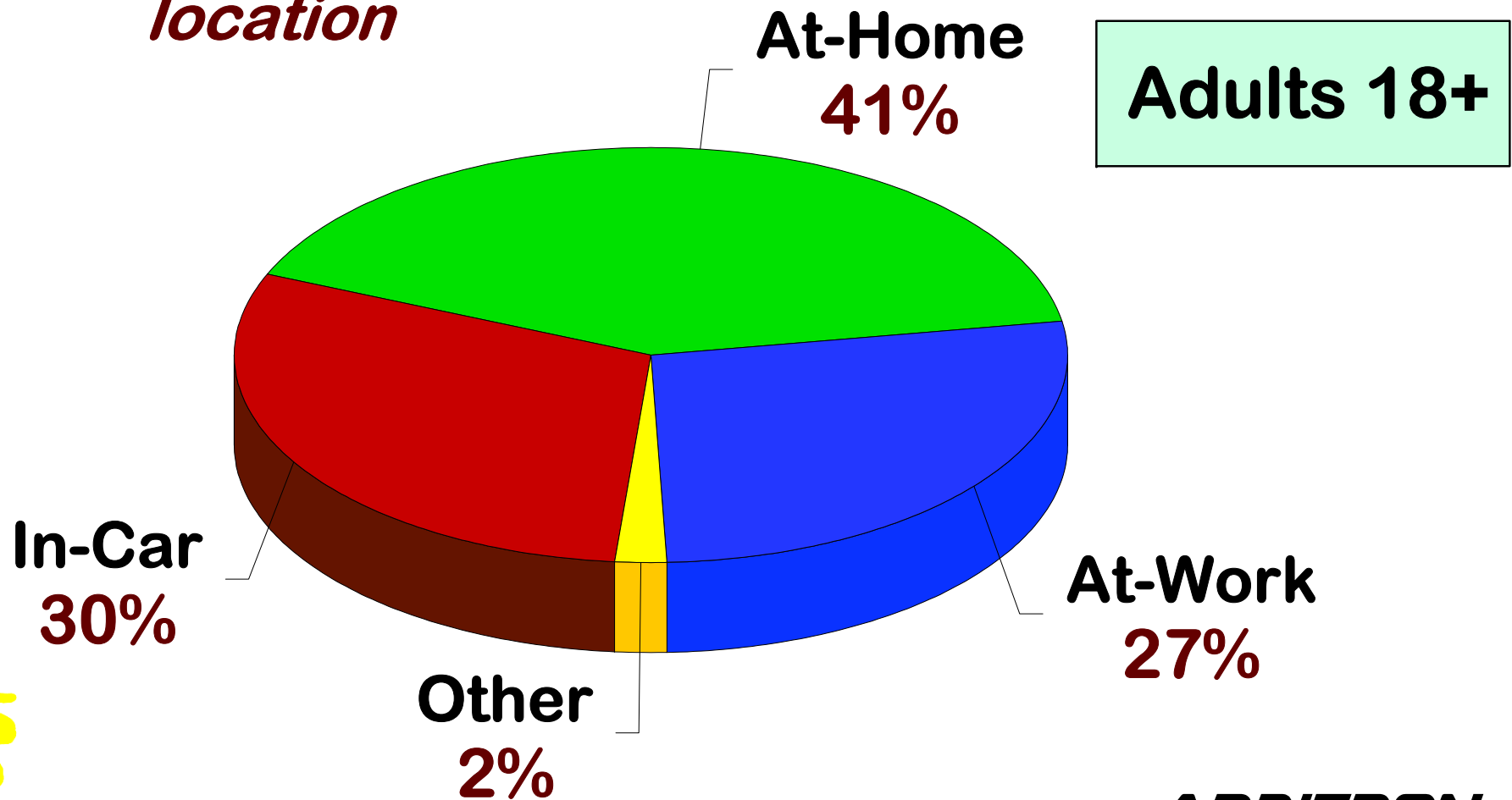
- Understand the nature of the workplace
- Dig deeper into the dynamics of at-work listening behaviors
- Improve stations' effectiveness for:
  - programming
  - marketing
  - sales



# The Power of At-Work Listening



*% of all quarter-hours by location*



**Adults 18+**



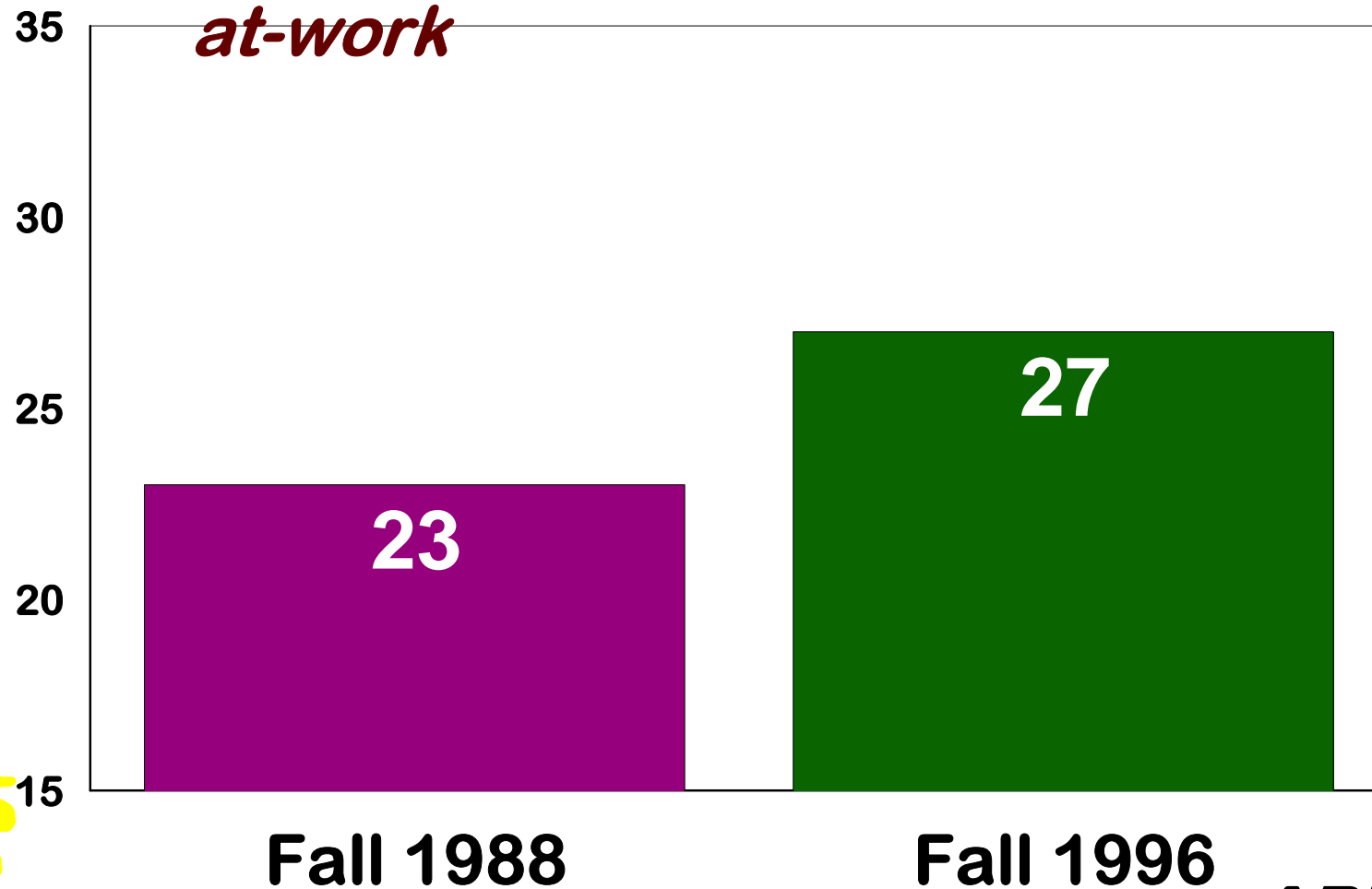
Fall '96, 18+

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# At-Work Listening is Growing



*% of all quarter-hours from at-work*



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# The Power of At-Work Listening



**At-Work is the #1 Listening  
Location Among FT Workers**

***Delivering 40% of QHs***

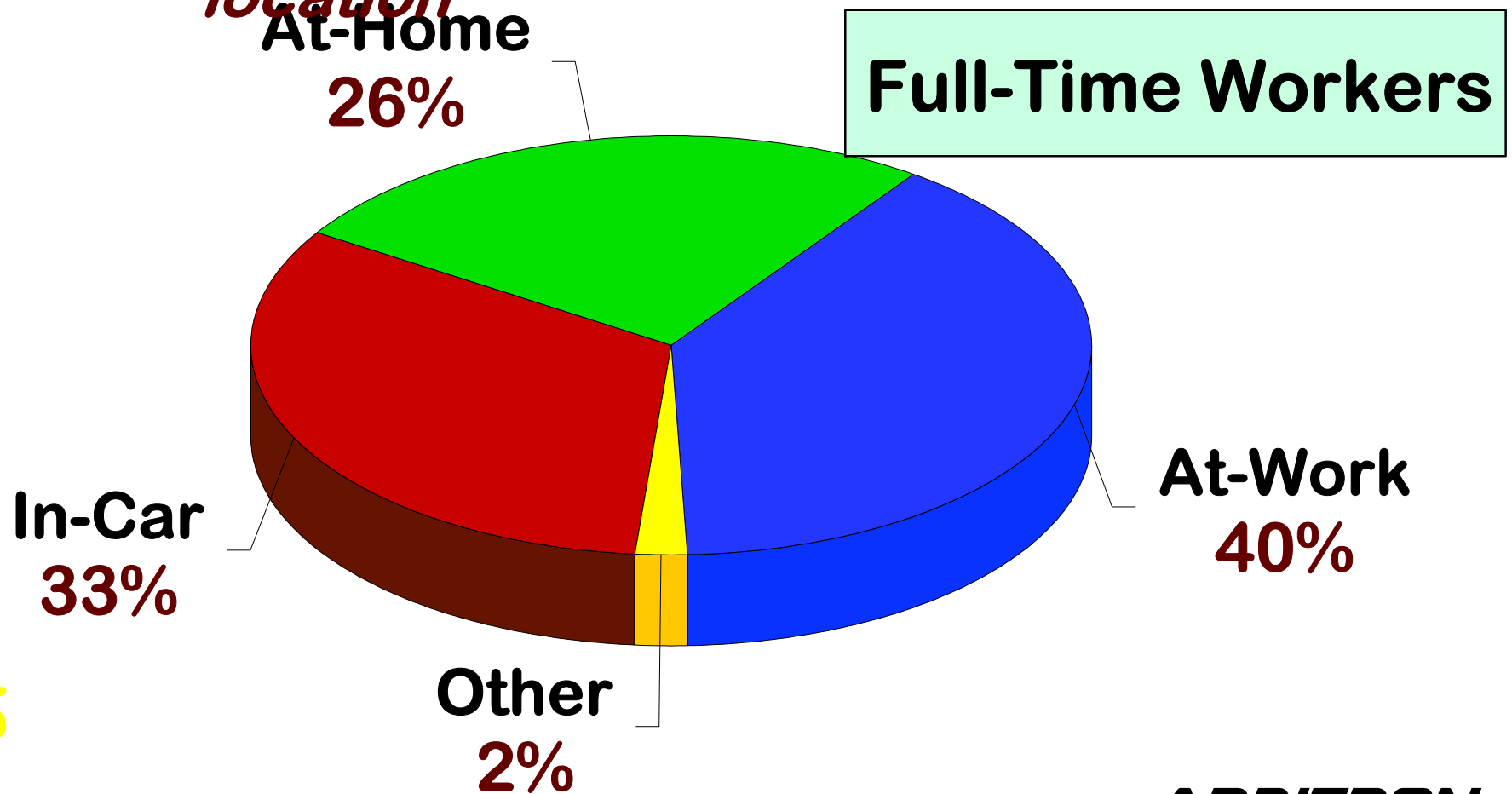


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# The Power of At-Work Listening



*% of all quarter-hours by location*



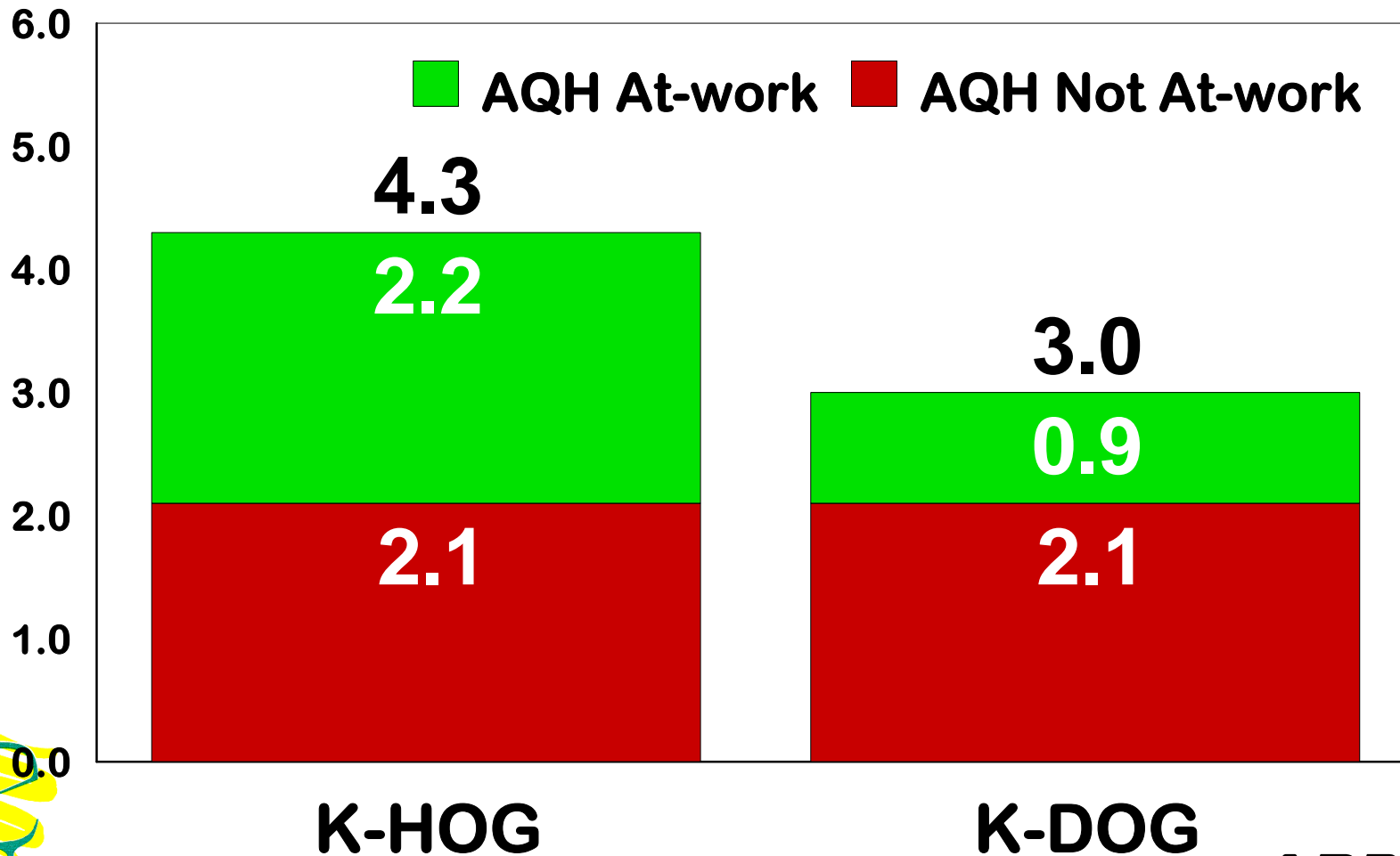
Fall '96, 18+

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# An Example of the Power of At-Work Listening



## *"The Hog and The Dog"*



Spring '97, 12+

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# The Power of At-Work Listening



- Radio station marketers recognize the importance of at-work
- Millions of dollars are spent marketing to at-work listeners
- Are the common assumptions correct?



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# Assumptions about At-Work Listening...



- Means "in-office" listening
- Is mostly 9 to 5
- Is best served by AC
- Is unimportant for other formats
- Is dominated by women
- People are forced to listen to stations they wouldn't choose



# Assumptions about At-Work Listening...



- People lock-in on one station all day
- Music quantity is everything
- Contesting really pays off
- Telemarketing is effective for increasing listening



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# Methodology



- Government data sources
- Arbitron syndicated radio data
- Re-interview study
  - 1123 Spring 1997 diary keepers
  - Random national sample of diary keepers who work



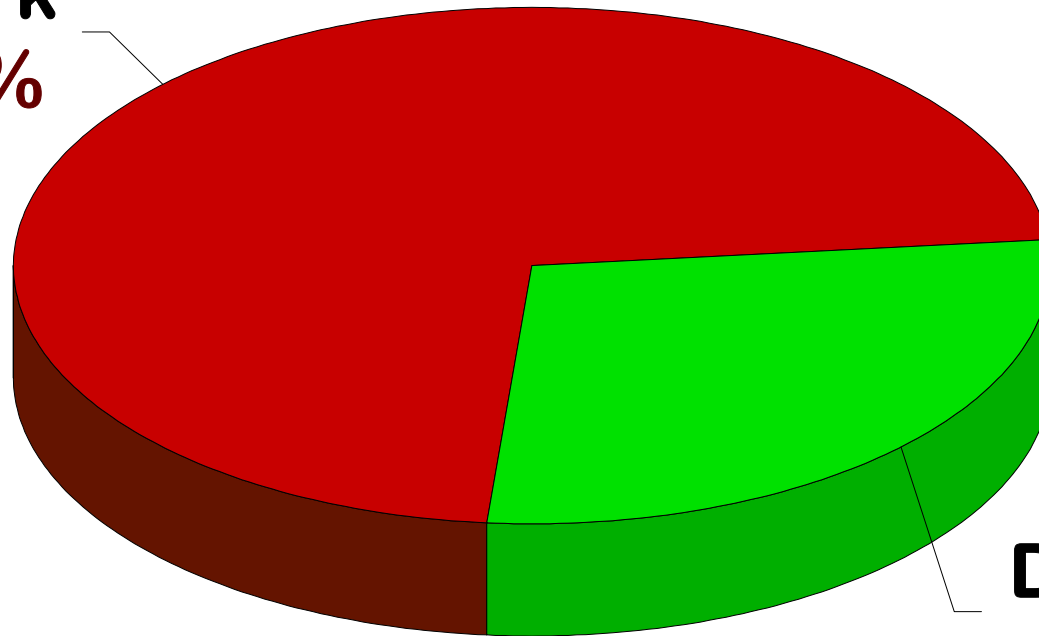
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# Labor Force Profile



**Adults 18+**

**Work**  
**72%**



**Don't Work**  
**28%**



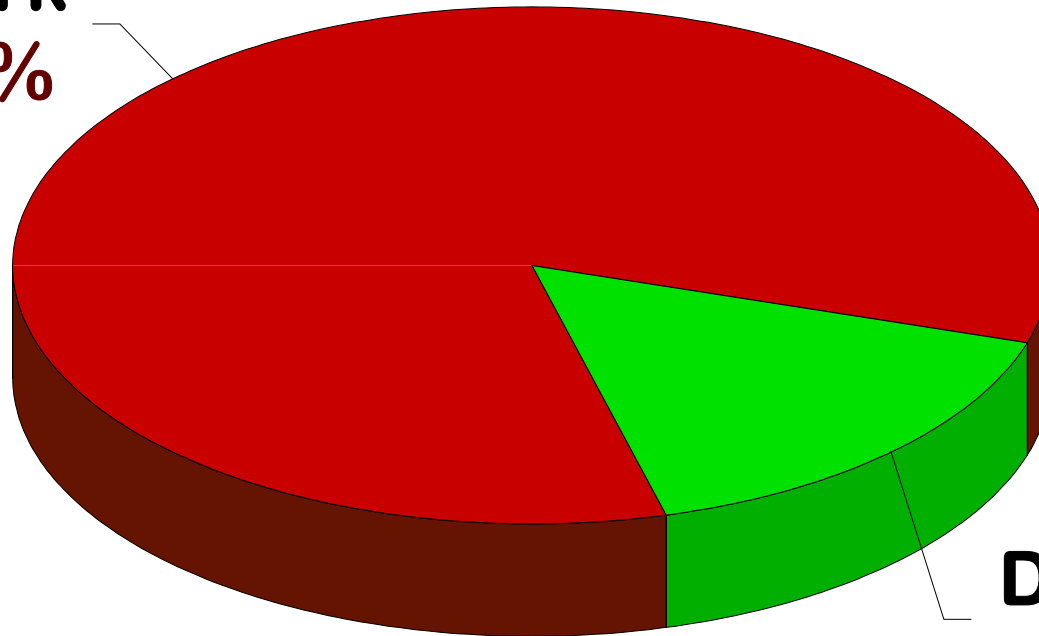
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# Labor Force Profile



**Adults 20-54**

**Work  
84%**

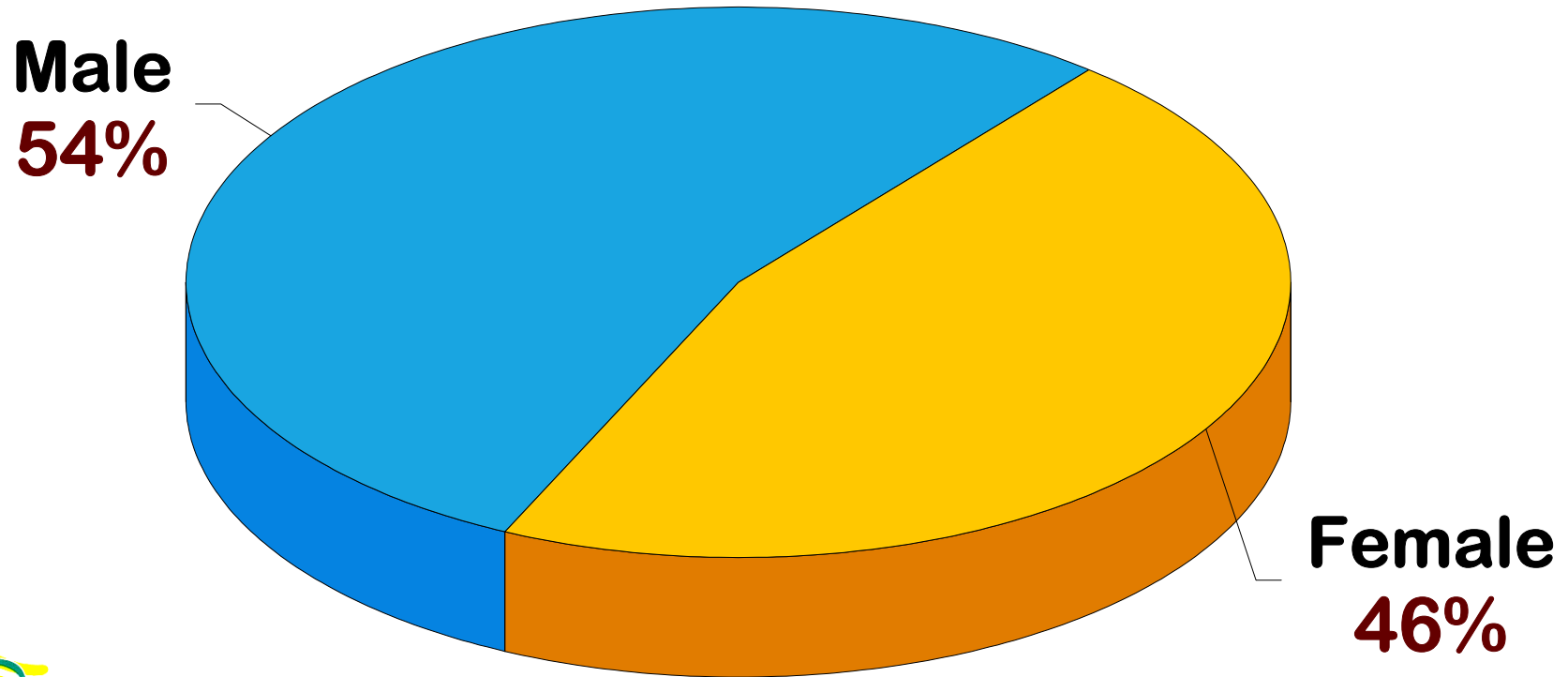


**Don't Work  
16%**



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# Labor Force Profile



Source: Current Population Survey - 1995 - (Adults 16+)

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