

A WEBINAR SERIES

CRS 360°

CRS RESEARCH PRESENTATION: DO YOU KNOW YOUR LISTENERS AS WELL AS YOU THINK YOU DO? - **A CLOSER LOOK**

POWERED BY:



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MARK RAMSEY MEDIA
OWNER



A WEBINAR SERIES
CRS360°



Research Presentation
DEEP DIVE SUPPLEMENT
March 2020

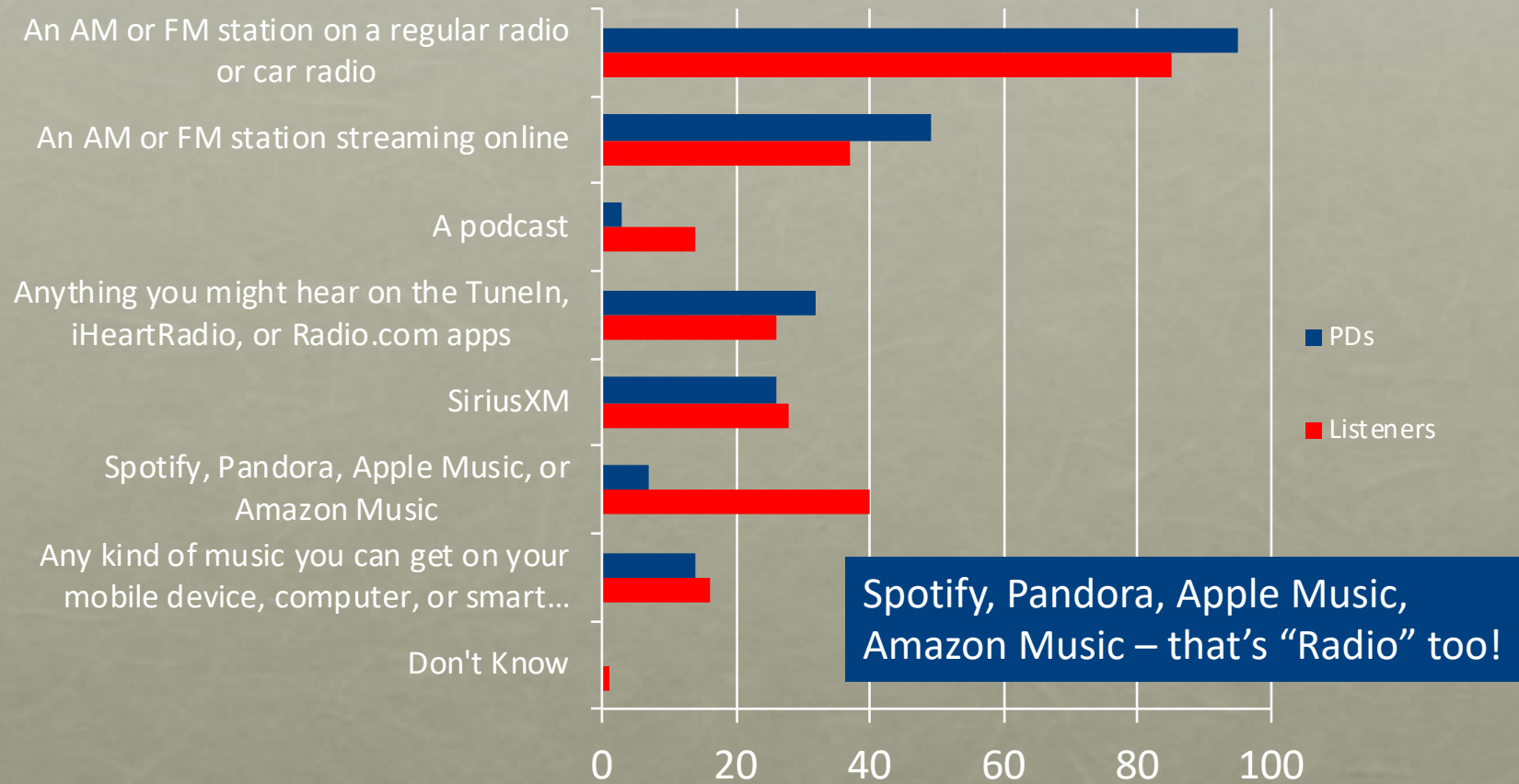
TOP 5 Takeaways

1. “Radio” no longer means what you think it does
2. Smartphones ARE the new “Radio”
3. “Convenient” and “Easy” no longer Radio advantages
4. The Country “Gender Balance” controversy is a myth
5. GREAT Personalities matter; average ones do not

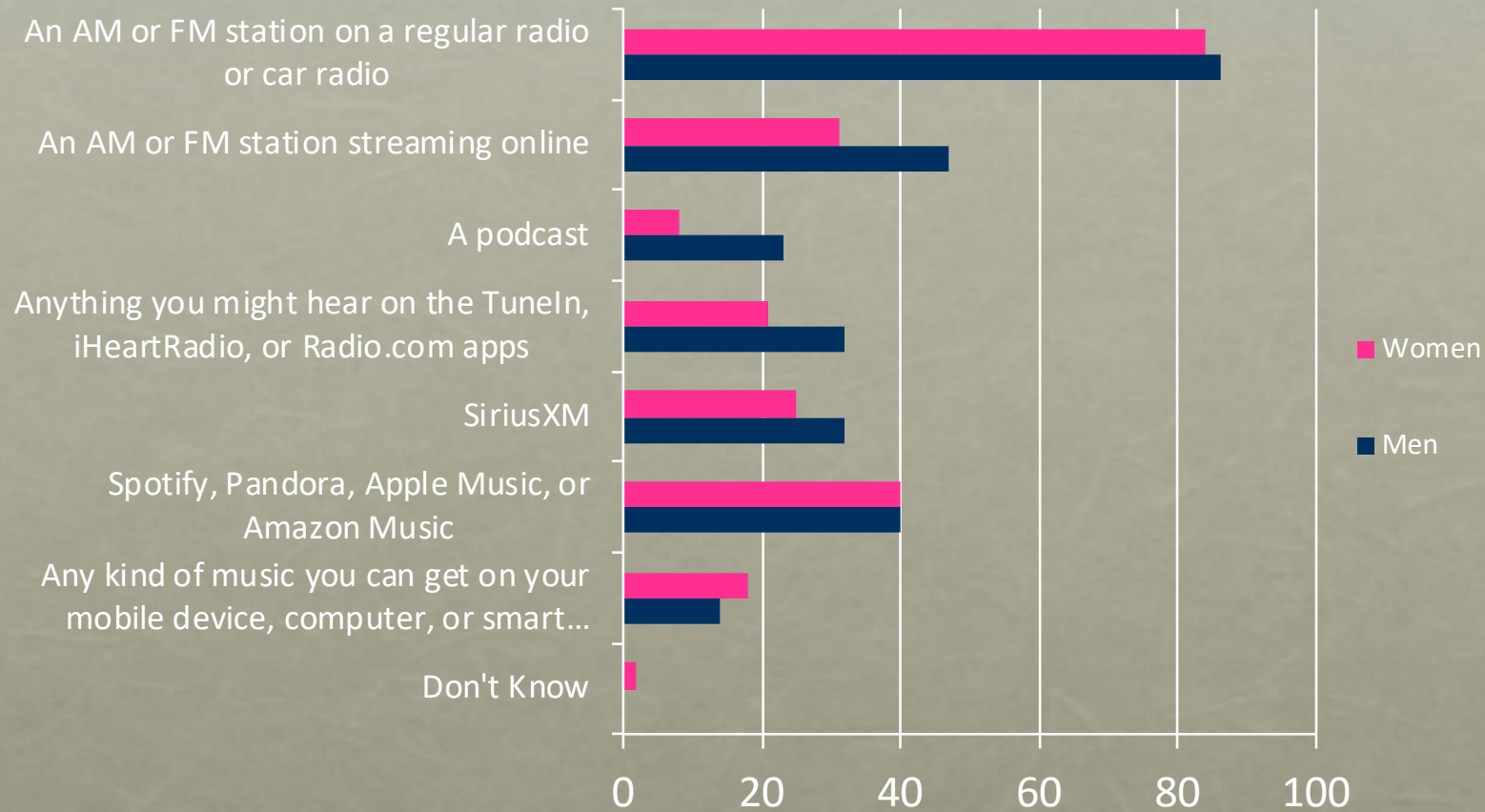
1. “Radio” no longer means what you think it does

When you think about “the radio,” which of the following do you mean?

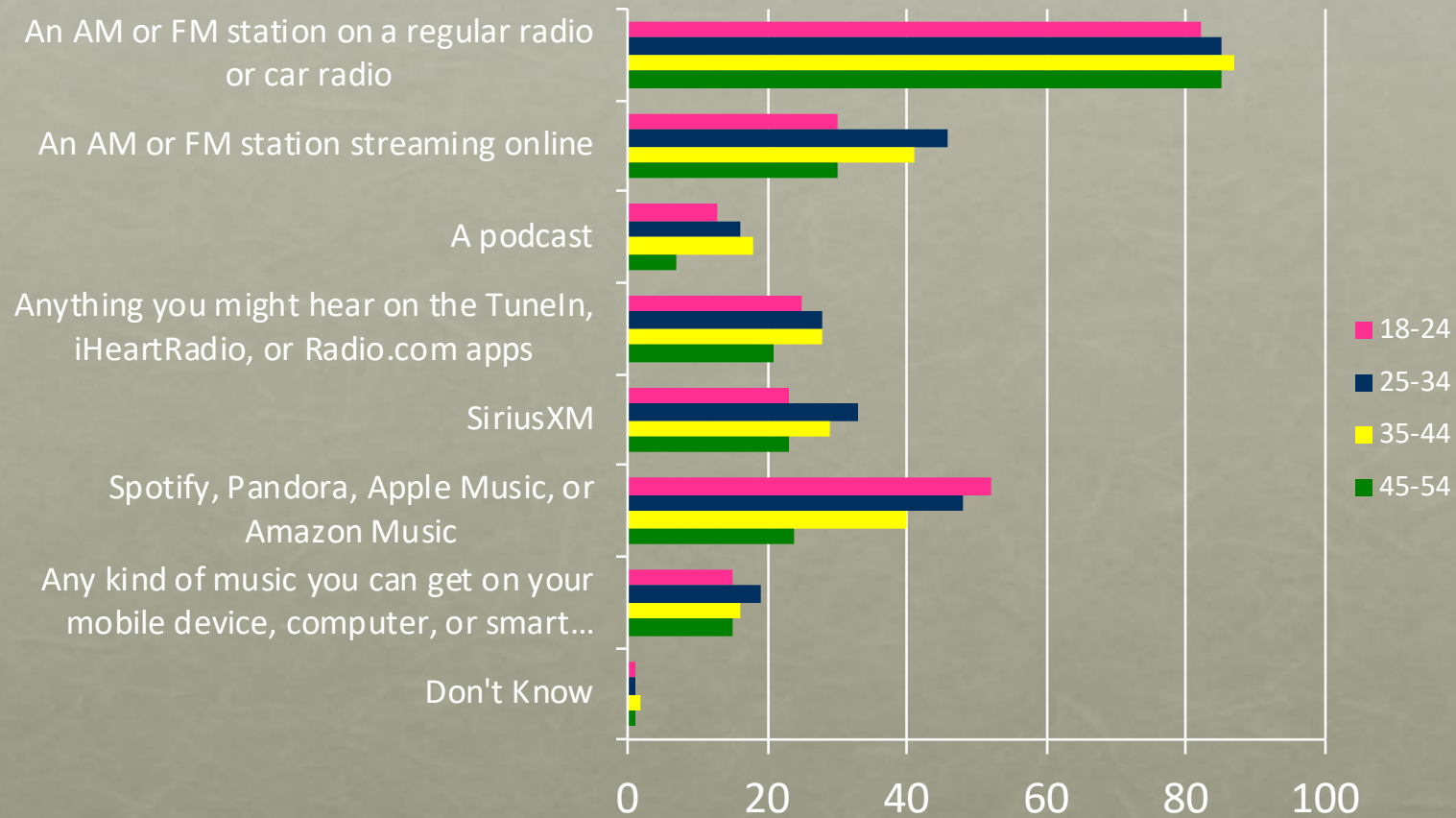
Radio Definition – PD's / Listeners



Radio Definition – by Sex



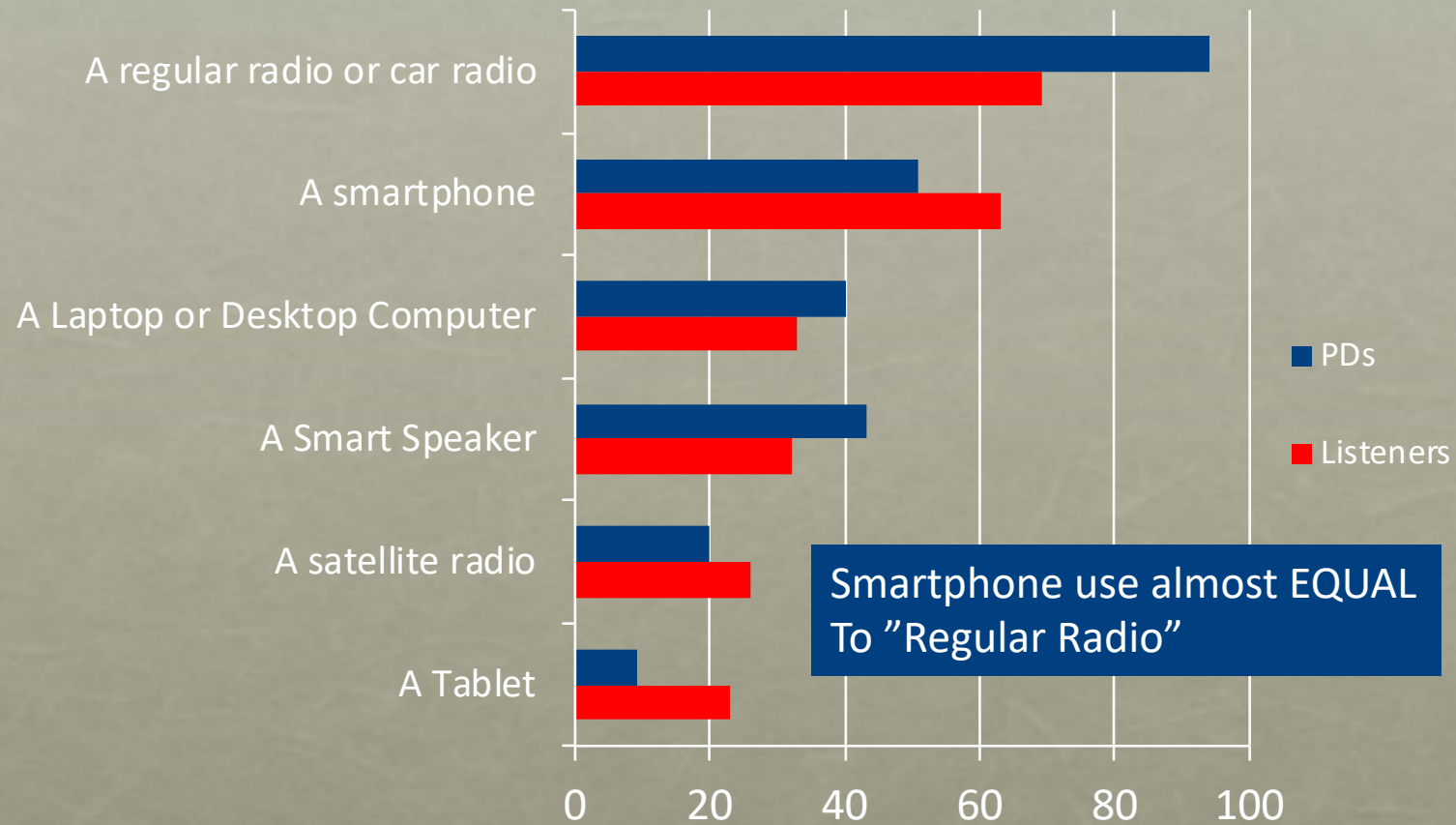
Radio Definition – by Age



2. Smartphones ARE the new “Radio”

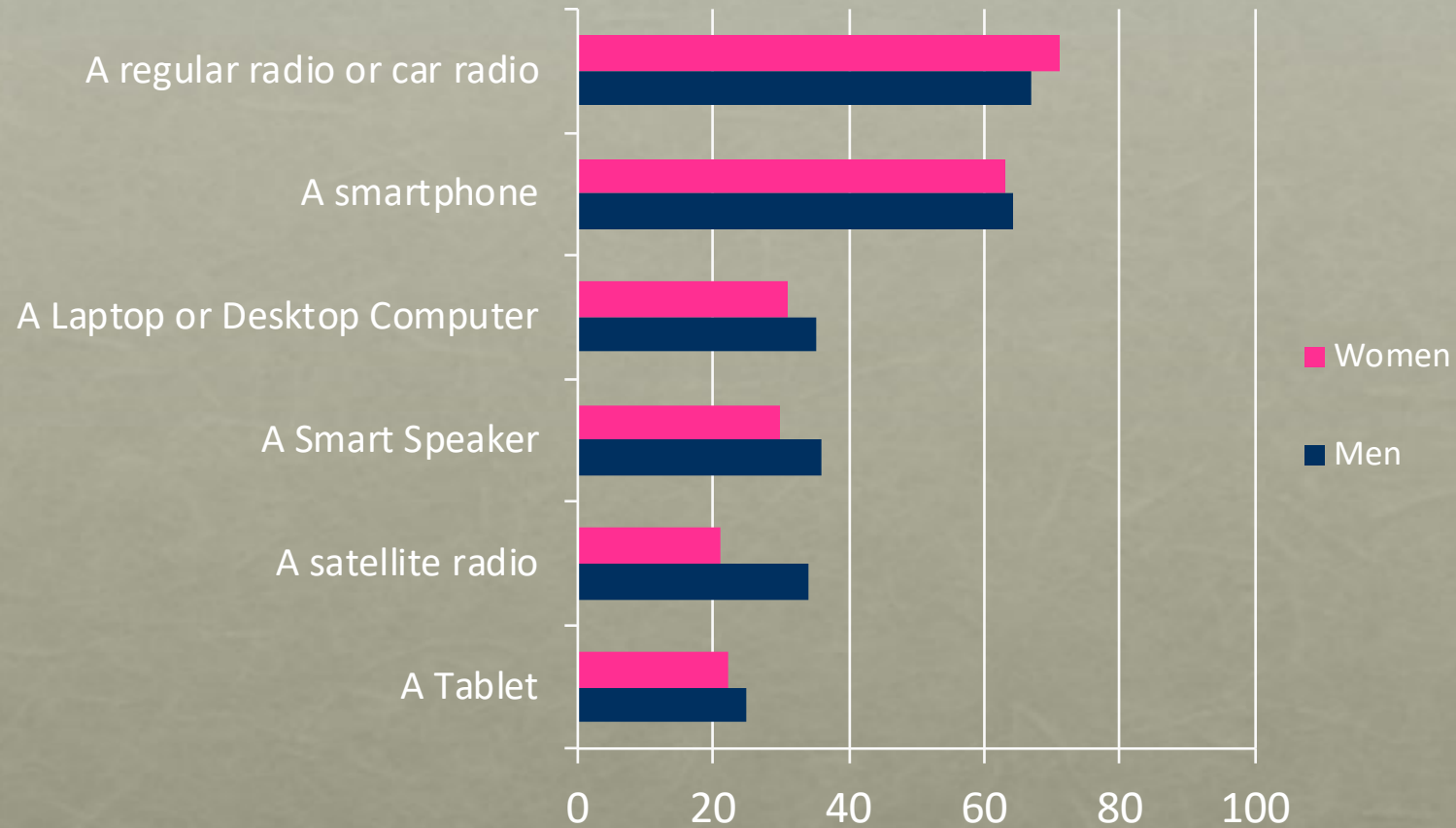
Do you **OFTEN**, **SOMETIMES**, or **ALMOST NEVER** listen to audio entertainment or information on...

Often Use Device – PD's / Listeners

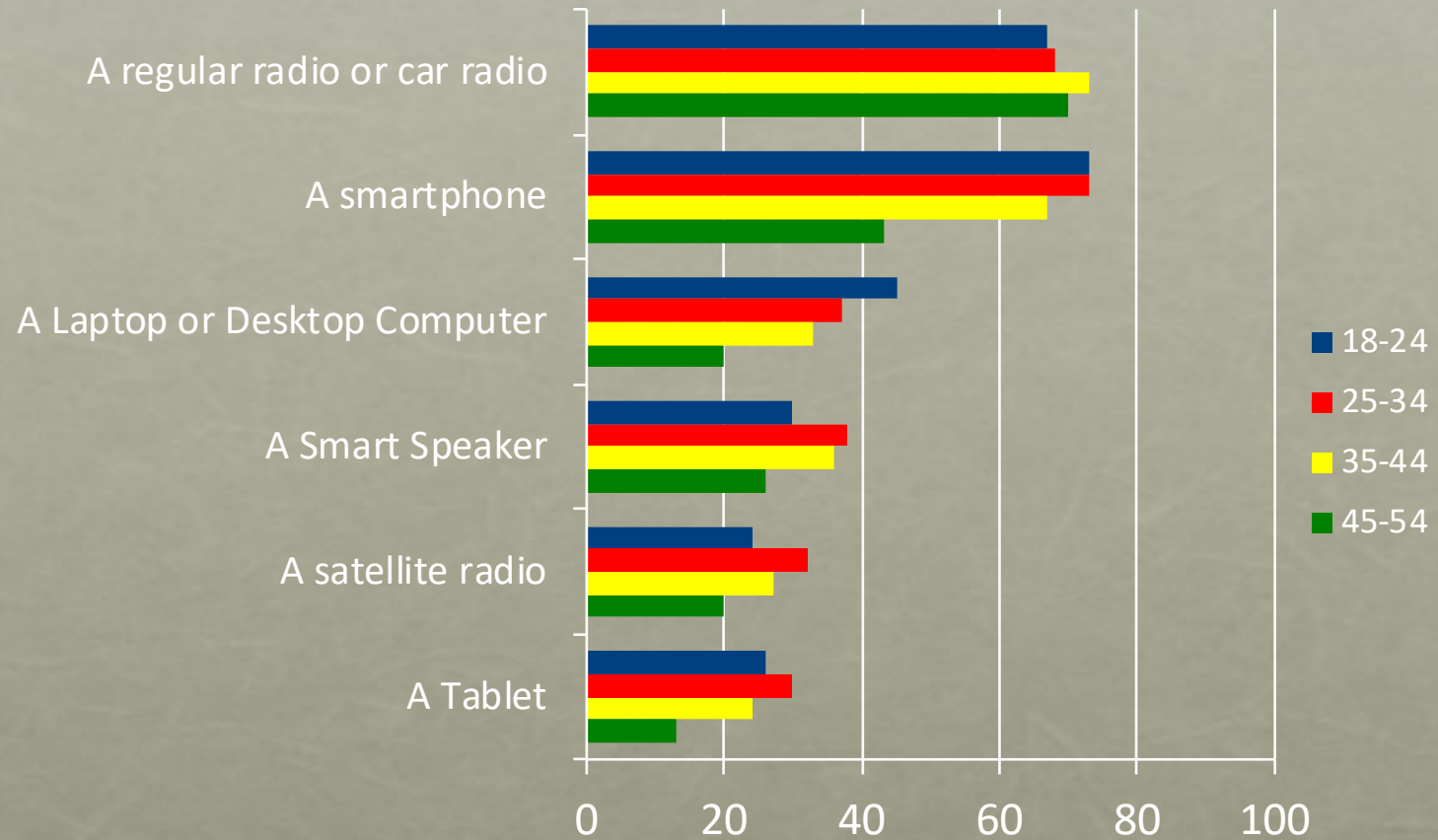


Smartphone use almost EQUAL
To "Regular Radio"

Often Use Device – by Sex



Often Use Device – by Age

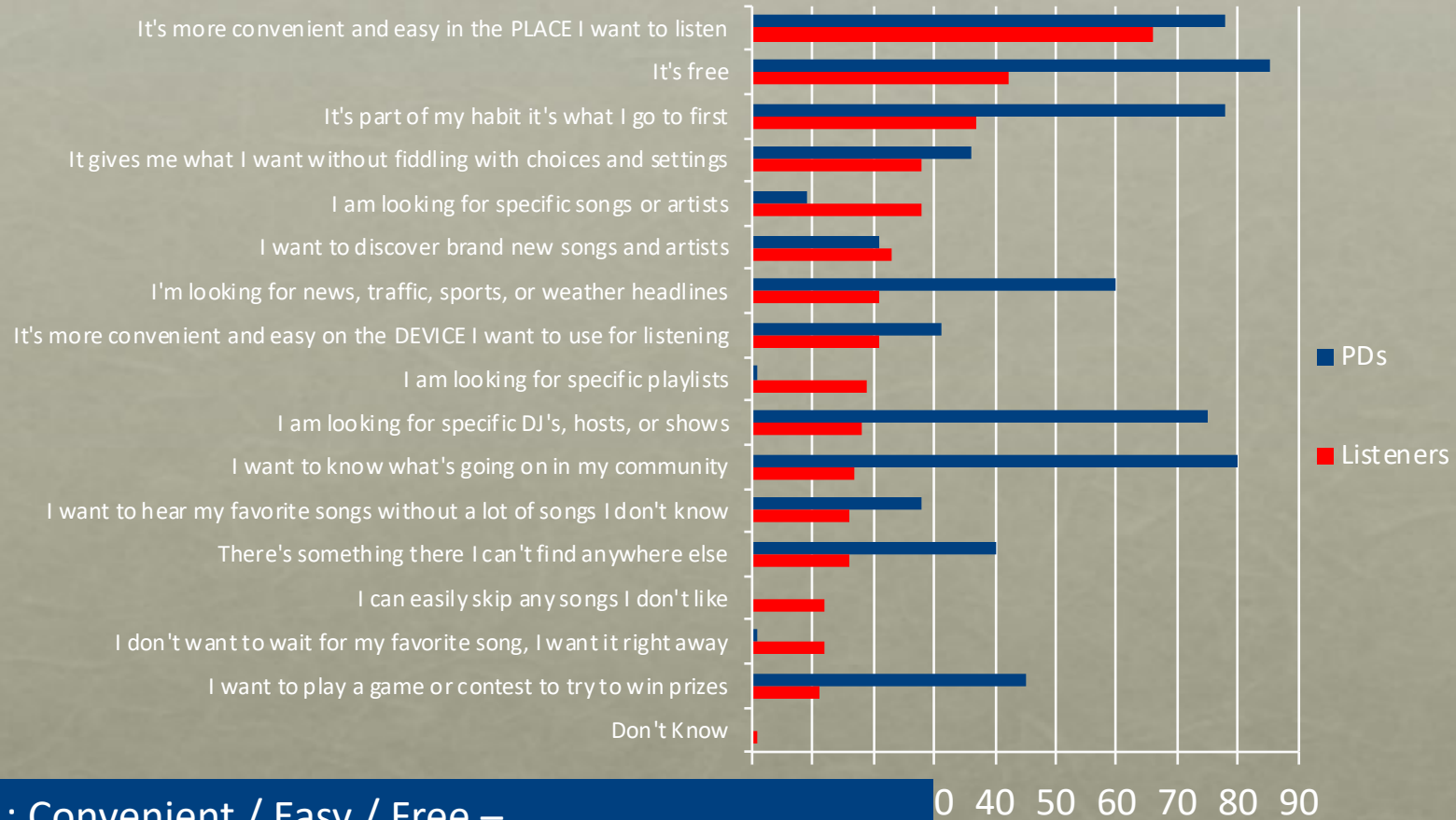


3. “Convenient” and “Easy” no longer Radio advantages

(If Listen to Both Radio and Digital Service Provider)

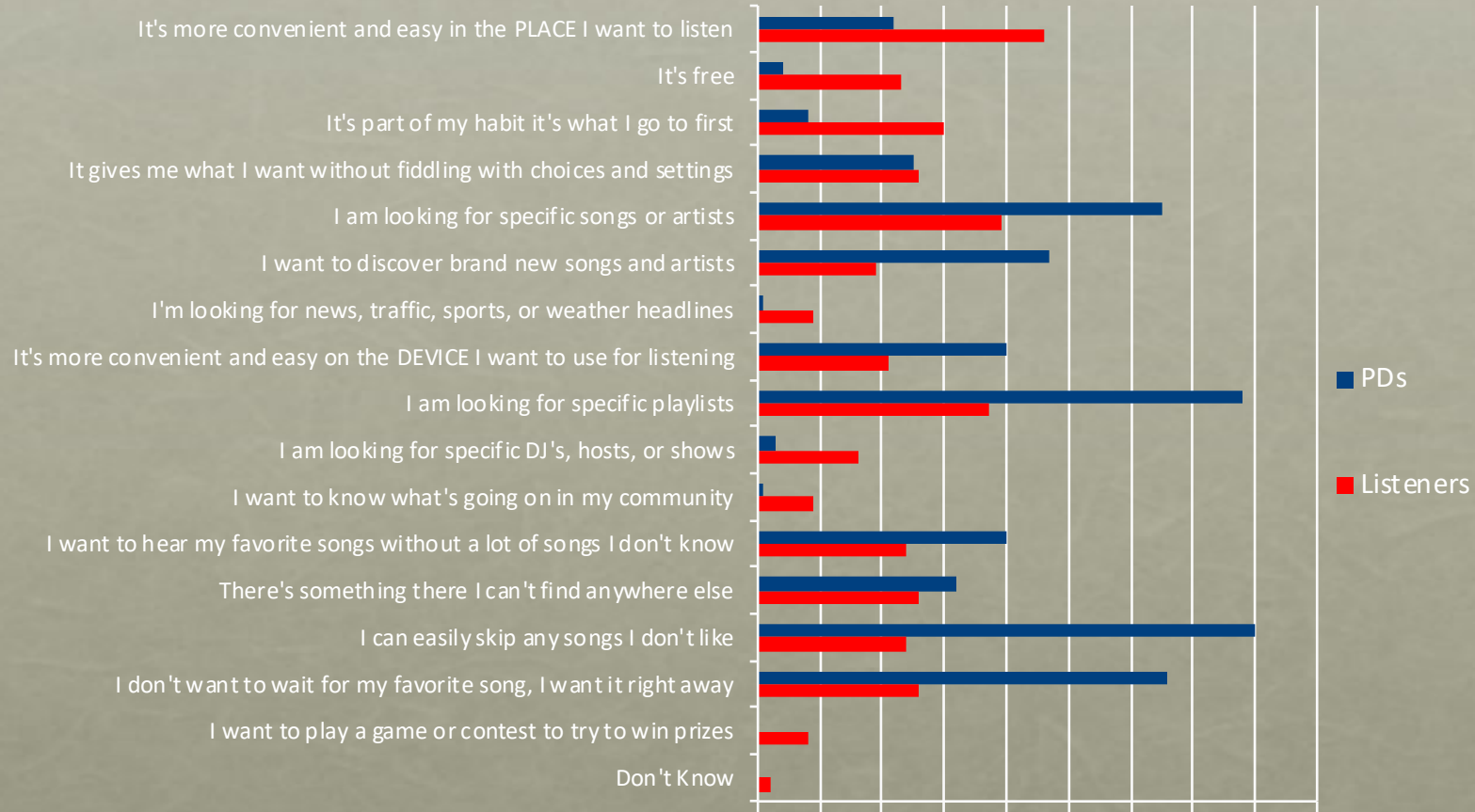
Sometimes you may listen to the radio and sometimes you'll choose a digital audio provider like Spotify or Pandora. When you listen to the RADIO, why do you choose it over a digital audio provider in that moment?

Why Choose Radio Over DSP's – PD's / Listeners



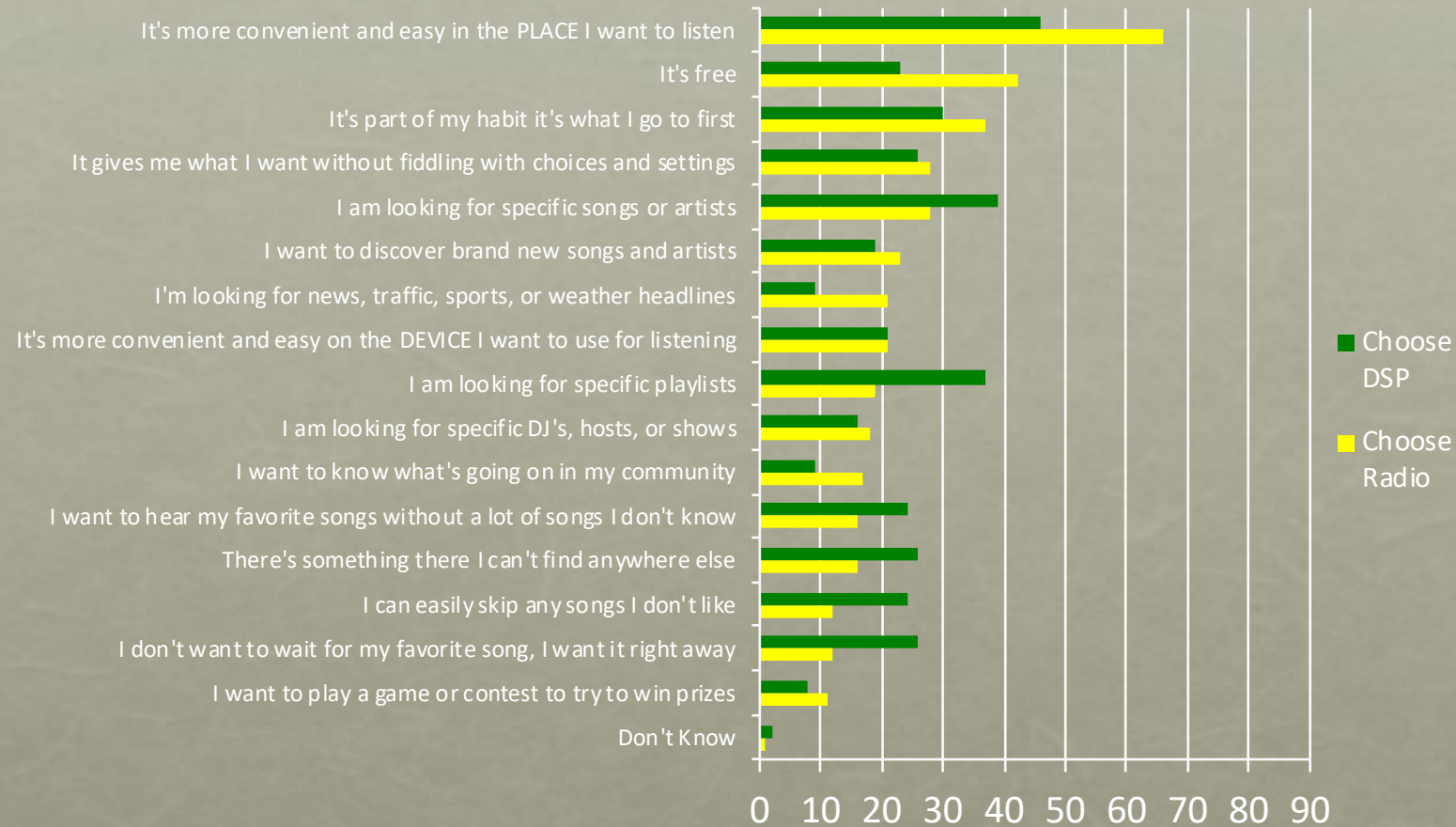
#1: Convenient / Easy / Free – NOT Habit, DJ's, Shows, News, Community, Contests

Why Choose DSP's over Radio – PD's / Listeners



#1: Convenient/Easy; Also Specific Songs/Artists/Playlists – PD's underestimate Convenience/Easy

Why Listeners Choose Radio/DSP over the OTHER?



Why Listeners Choose Radio over DSP's – by Sex



Why Listeners Choose Radio over DSP's – by Age

	Age			
	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>
	114	185	152	128
<u>BASE: WEIGHTED</u>	114	183	153	127
	%	%	%	%
It's more convenient and easy in the PLACE I want to listen	67	66	66	65
It's free	36	40	45	45
It's part of my habit it's what I go to first	40	35	36	37
It gives me what I want without fiddling with choices and settings	24	29	28	30
I am looking for specific songs or artists	33	29	27	22
I want to discover brand new songs and artists	25	25	22	18
I'm looking for news, traffic, sports, or weather headlines	18	22	22	22
It's more convenient and easy on the DEVICE I want to use for listening	18	20	26	20
I am looking for specific playlists	18	22	21	15
I am looking for specific DJ's, hosts, or shows	14	18	22	15
I want to know what's going on in my community	15	16	17	21
I want to hear my favorite songs without a lot of songs I don't know	20	16	13	14
There's something there I can't find anywhere else	20	17	13	13
I can easily skip any songs I don't like	15	13	11	11
I don't want to wait for my favorite song, I want it right away	15	11	12	10
I want to play a game or contest to try to win prizes	8	13	13	6
Don't Know	4	1	1	0

Why Listeners Choose DSP's over Radio – by Sex



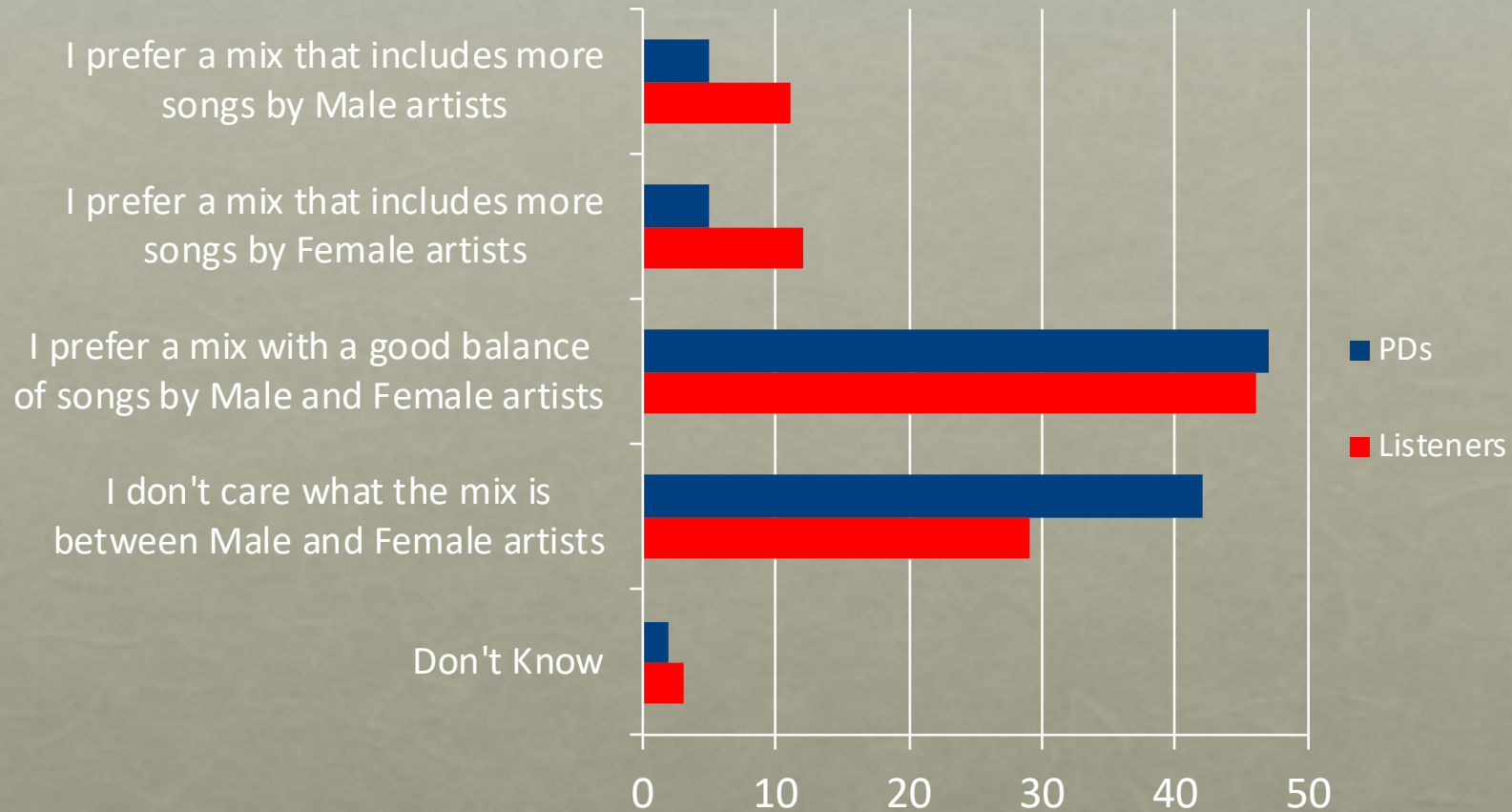
Why Listeners Choose DSP's over Radio – by Age

	Age			
	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>
	114	185	152	128
<u>BASE: WEIGHTED</u>	114	183	153	127
	%	%	%	%
It's more convenient and easy in the PLACE I want to listen	50	50	39	46
It's free	23	25	18	28
It's part of my habit it's what I go to first	43	29	27	21
It gives me what I want without fiddling with choices and settings	25	29	24	26
I am looking for specific songs or artists	37	38	39	43
I want to discover brand new songs and artists	15	18	22	21
I'm looking for news, traffic, sports, or weather headlines	8	10	9	7
It's more convenient and easy on the DEVICE I want to use for listening	23	21	26	16
I am looking for specific playlists	40	31	40	38
I am looking for specific DJ's, hosts, or shows	15	18	19	12
I want to know what's going on in my community	12	10	8	6
I want to hear my favorite songs without a lot of songs I don't know	28	23	25	19
There's something there I can't find anywhere else	25	30	22	23
I can easily skip any songs I don't like	28	24	26	20
I don't want to wait for my favorite song, I want it right away	34	25	25	23
I want to play a game or contest to try to win prizes	4	12	10	6
Don't Know	4	2	3	1

4. The Country “Gender Balance” Controversy is a Myth

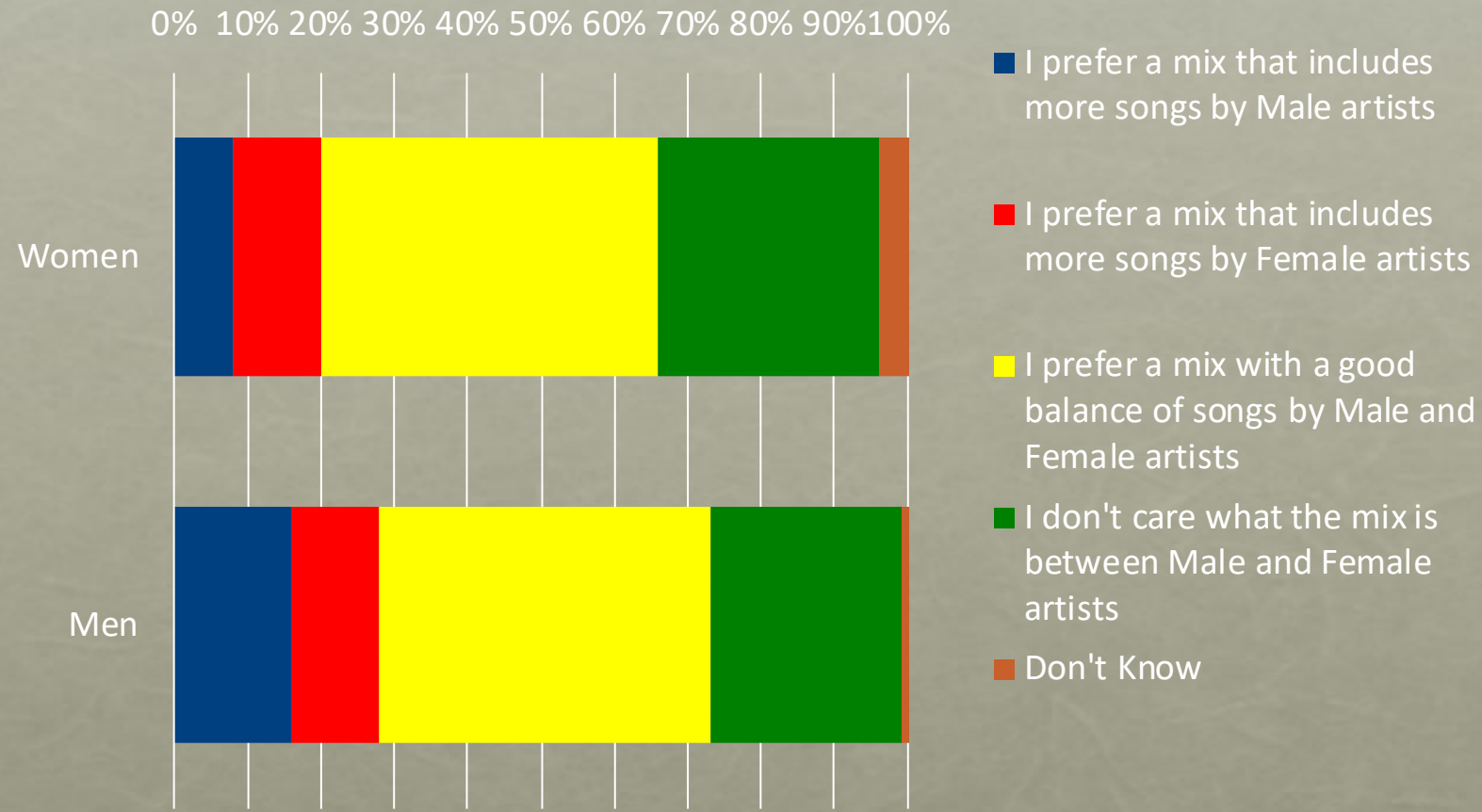
When it comes to the mix of songs from male and female artists on your favorite country station, which of these statements best describes your opinion?

Gender Balance Preference – PD's / Listeners

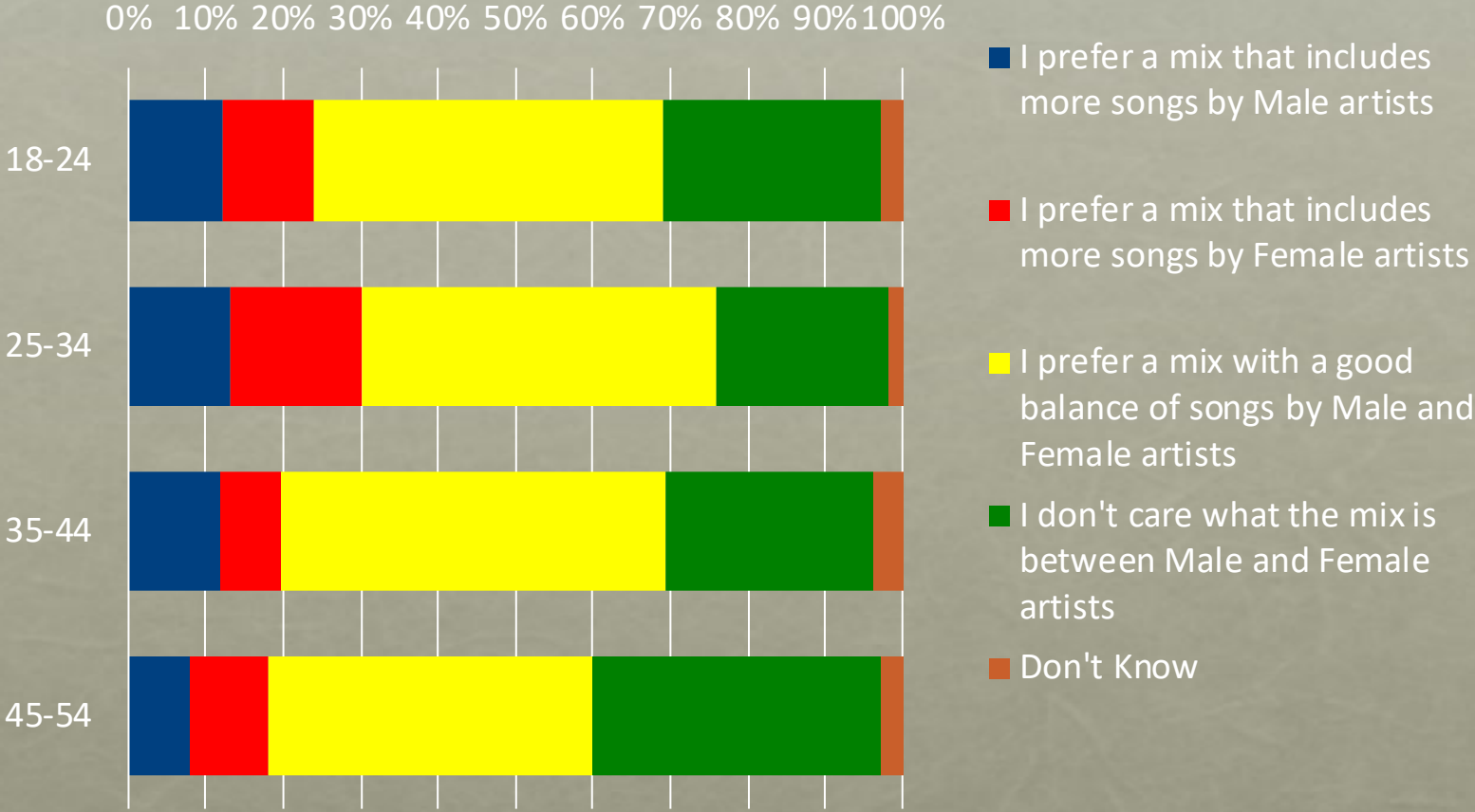


Yes, Listeners Want a “Good Balance”/”I Don’t Care”

Gender Balance Preference— by Sex



Gender Balance Preference— by Age



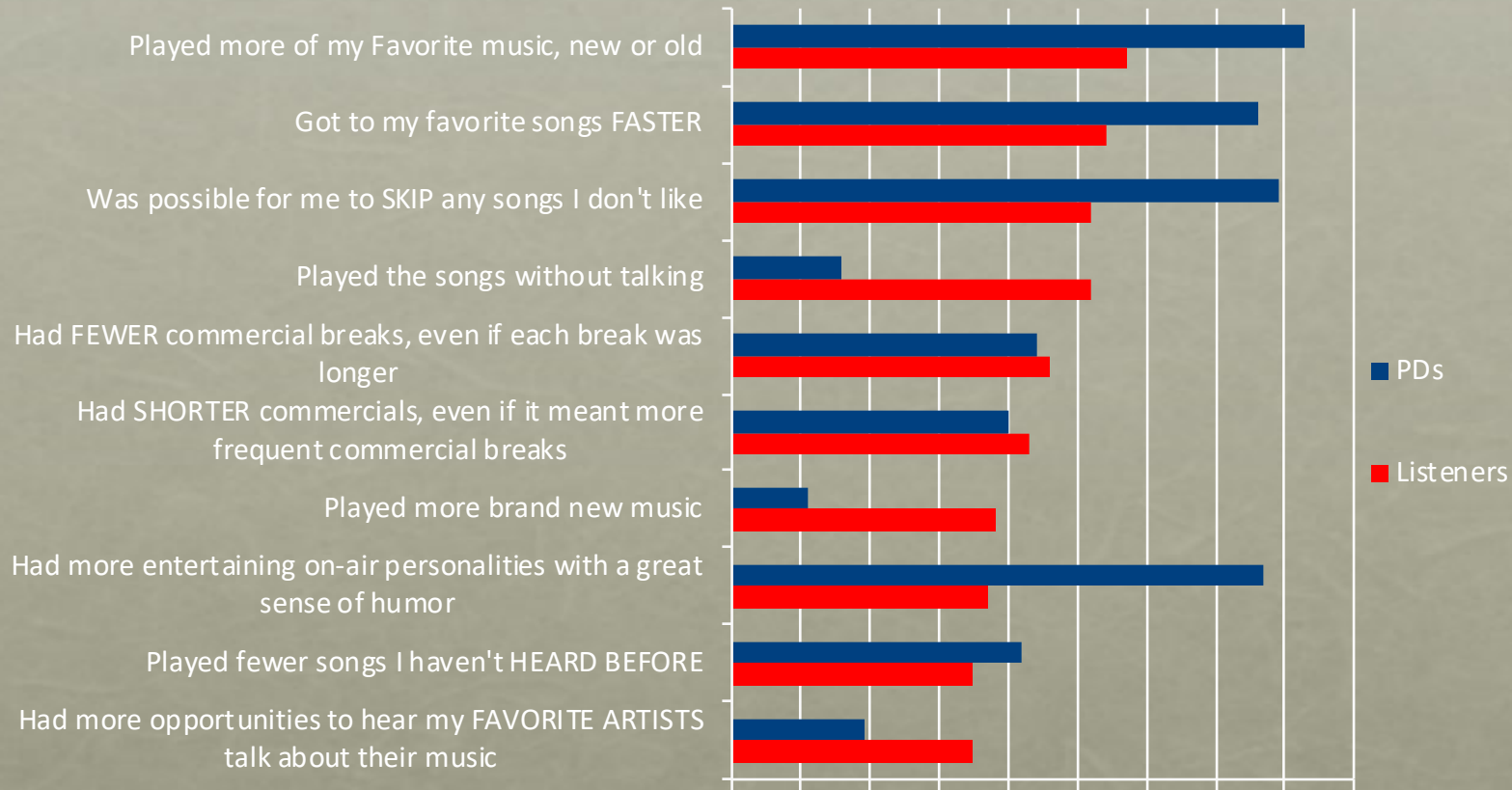
Other Points....

- Listeners are tuning in for hits, not gender. Great songs, period.
- Should Country stations program the best songs they can possibly find by male and female artists? Yes. Should they erect a quota system that artificially mixes in mediocre songs with great ones, by men or by women? No.
- Country stations should take more risks with more songs by established and new artists, both male and female (within constraints)
- Do I believe that “playing more music by female artists” will lead to more listening to Country radio? Absolutely positively not. Not unless those songs are better than the ones they replace.

5. GREAT Personalities matter; Average ones do not

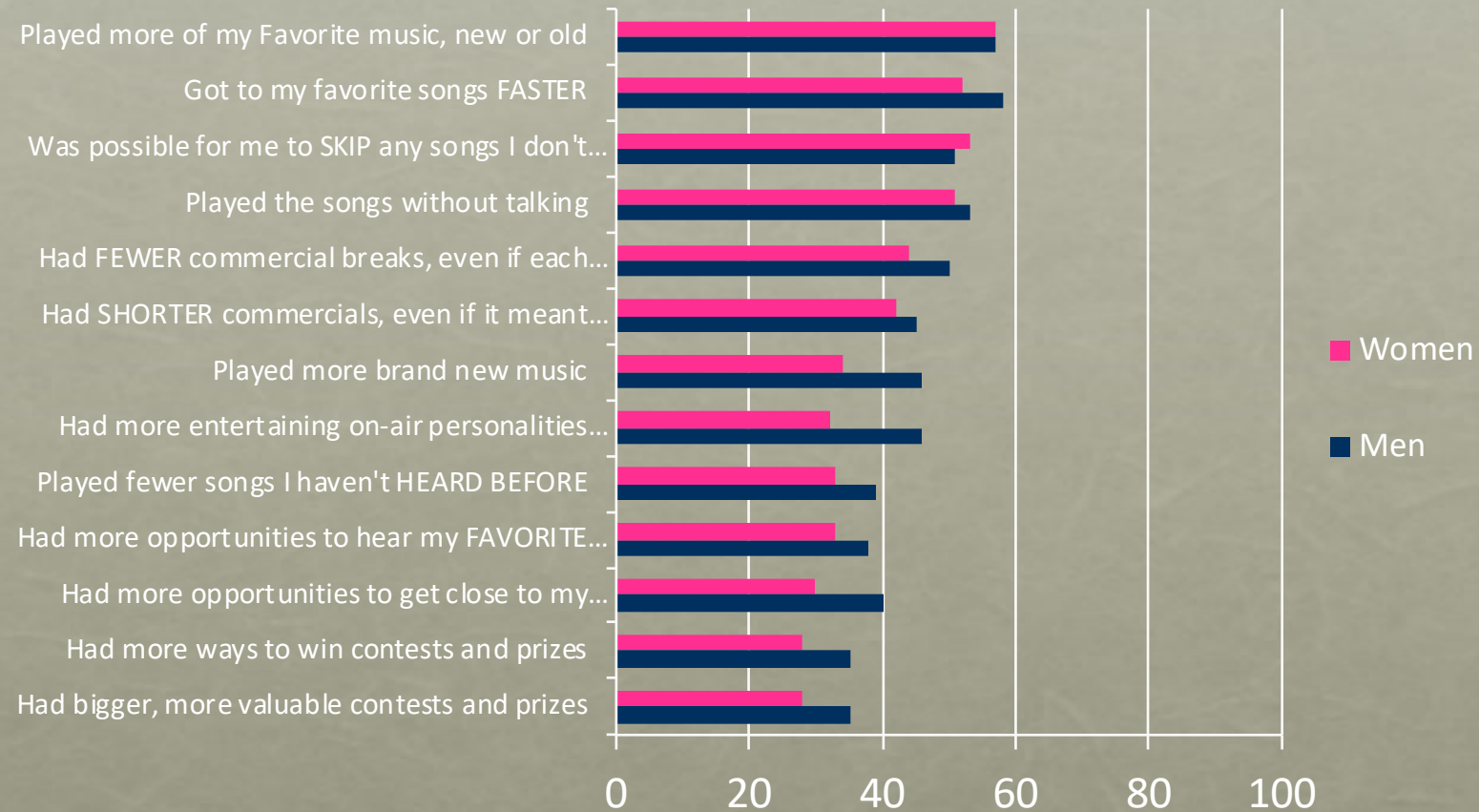
Would you listen **MORE** or **LESS** to your Favorite Country music station, or would it make **NO DIFFERENCE** if it...

Would Listen MORE – PD's / Listeners



Want MORE “Favorite Music,” “Favorite Songs Faster”, “Skip the ones I don’t like” ...
More “Songs w/o Talking,” “New Music”
NOT “More Entertaining Personalities”

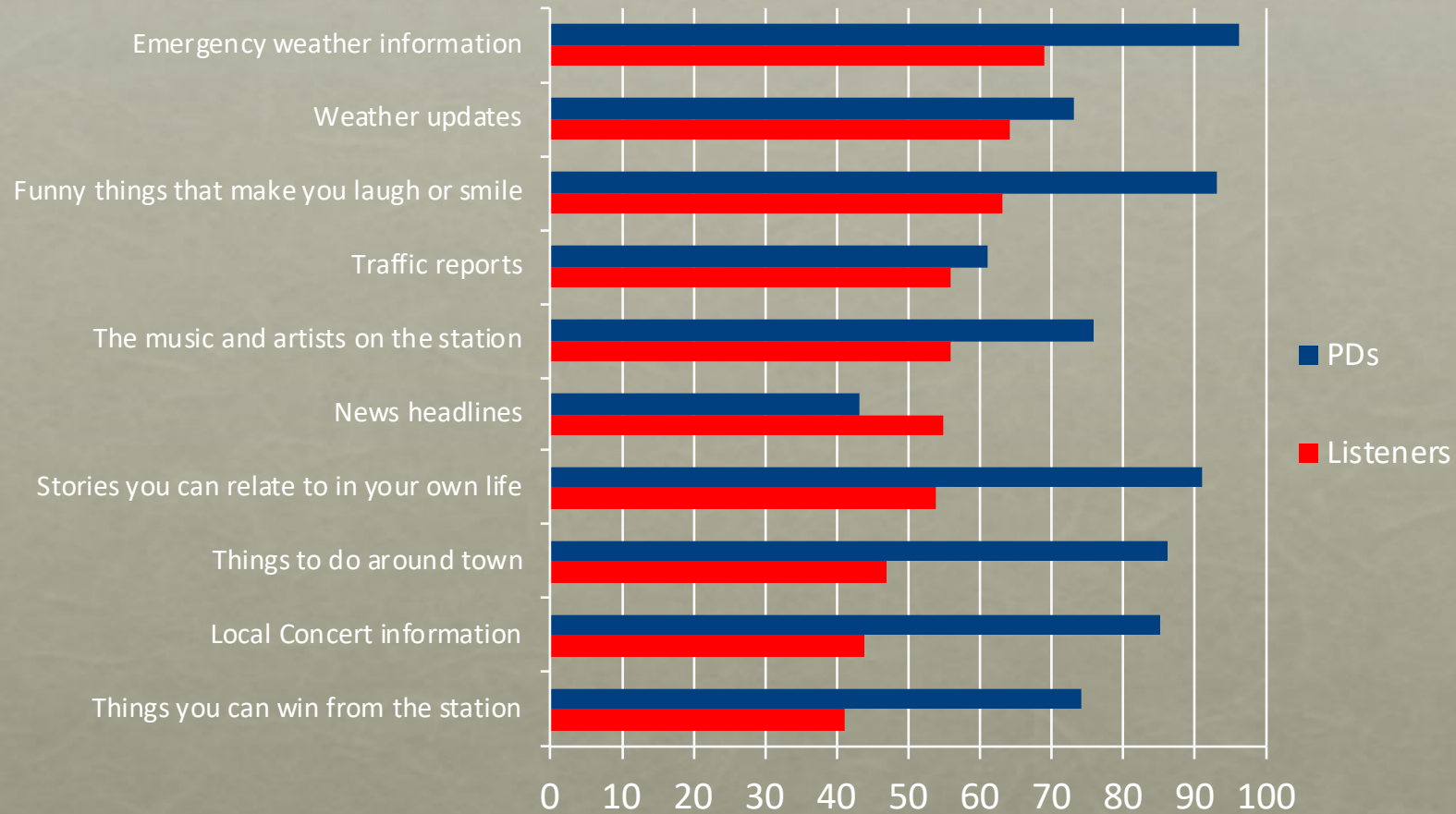
Would Listen MORE – by Sex



Would Listen MORE – by Age

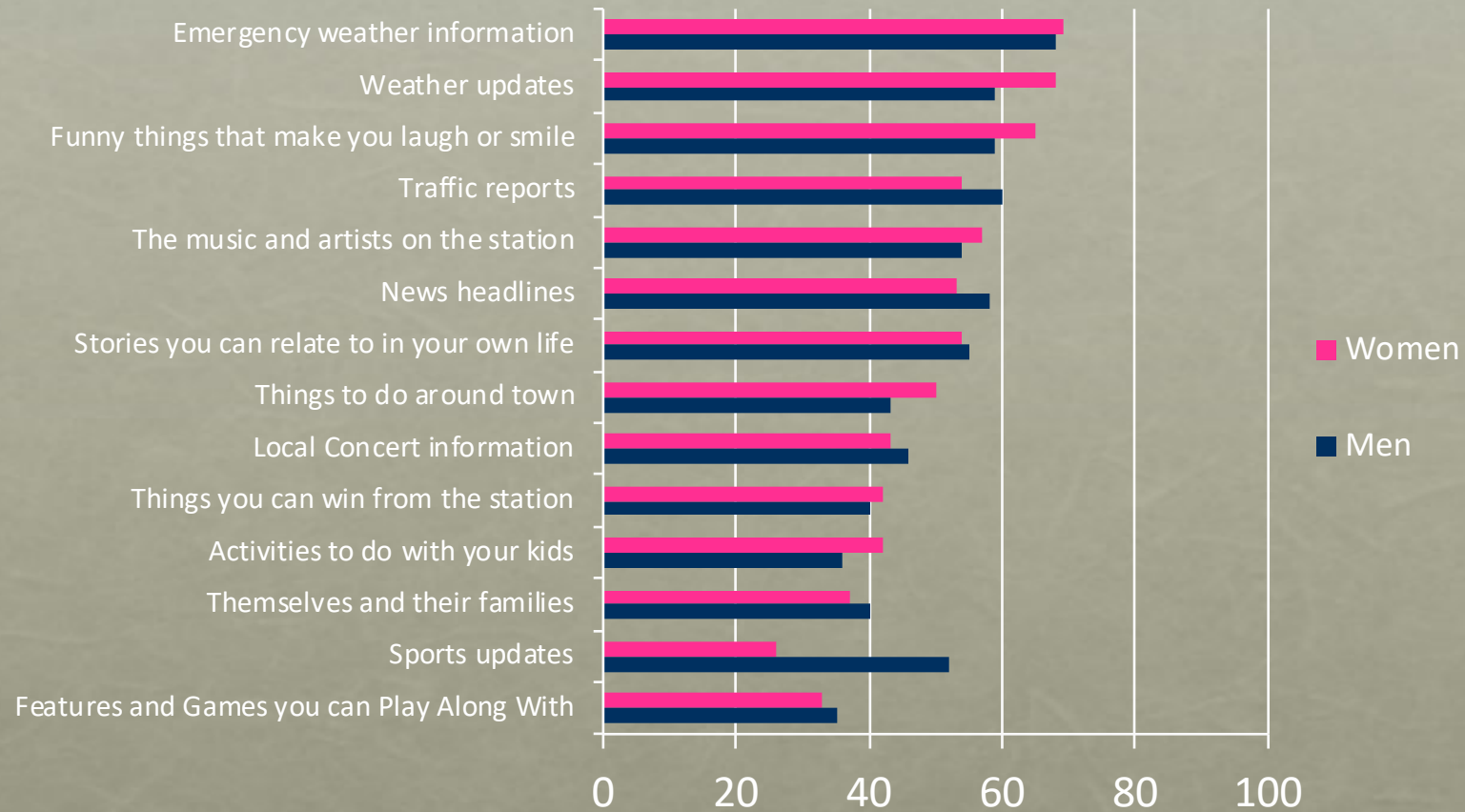
	18-24	25-34	35-44	45-54
	154	232	196	218
<u>BASE: WEIGHTED</u>	155	232	195	217
	%	%	%	%
Played more of my Favorite music, new or old	47	59	57	62
Got to my favorite songs FASTER	52	56	57	51
Was possible for me to SKIP any songs I don't like	51	49	55	54
Played the songs without talking	45	52	55	53
Had FEWER commercial breaks, even if each break was longer	43	48	44	48
Had SHORTER commercials, even if it meant more frequent commercial breaks	39	43	45	45
Played more brand new music	37	44	43	29
Had more entertaining on-air personalities with a great sense of humor	35	44	37	33
Played fewer songs I haven't HEARD BEFORE	27	42	38	32
Had more opportunities to hear my FAVORITE ARTISTS talk about their music	33	41	32	32
Had more opportunities to get close to my FAVORITE ARTISTS in person at shows	28	41	34	31
Had more ways to win contests and prizes	27	36	33	25
Had bigger, more valuable contests and prizes	31	34	32	25

Listen CLOSER if Personalities Talk About – PD's / Listeners



Weather/Emergency info, Funny things, Traffic, Music/Artists, News Headlines

Listen CLOSER if Personalities Talk About— by Sex



Listen CLOSER if Personalities Talk About – by Age

	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>
	154	232	196	218
<u>BASE: WEIGHTED</u>	155	232	195	217
	%	%	%	%
Emergency weather information	62	64	74	74
Weather updates	52	61	70	72
Funny things that make you laugh or smile	55	61	67	67
Traffic reports	45	60	61	57
The music and artists on the station	52	55	57	58
News headlines	45	54	57	59
Stories you can relate to in your own life	50	52	57	56
Things to do around town	42	49	48	48
Local Concert information	41	47	44	44
Things you can win from the station	34	47	42	40
Activities to do with your kids	31	41	48	37
Themselves and their families	33	42	40	36
Sports updates	31	39	40	35

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PROPER MINDSET

- SET PARAMETERS FOR YOURSELF. KNOW WHEN YOU START AND END YOUR DAY.
- GIVE YOURSELF SCHEDULED BREAKS. IT'S EASY TO SUDDENLY REALIZE THAT YOU HAVE BEEN SITTING AT YOUR DESK FOR 10 CONSECUTIVE HOURS.
- YOU NEED A PRIVATE SPACE AT HOME WITH LIMITED DISTRACTIONS.
- USE A CALENDAR AND SCHEDULE ALL ACTIVITIES, EVEN PROSPECTING AND CONNECTING TIME.
- STAY AWAY FROM TV AND OTHER DISTRACTIONS. MAKE IT LIKE YOUR REGULAR WORKSPACE.



GET READY FOR WORK

- WEARING CLOTHES AS IF YOU WERE GOING INTO AN OFFICE.
- LET YOUR FAMILY KNOW YOU ARE WORKING AND THEY SHOULD TREAT IT AS SUCH.
- MAKE TIME FOR SOCIAL INTERACTIONS WITH COWORKERS.



REQUIRED TOOLS

- GOOD WI-FI
- HEAD SET
- MONITOR, PRINTER, ACCESS TO OFFICE SUPPLIES - VIA DELIVERY IS BEST
- TEAMS OR SLACK FOR INSTANT MESSAGING
- SCREEN-SHARING VIDEO CONFERENCE TECHNOLOGY.



COMMUNICATE

- BE FLEXIBLE AND RESPONSIVE.
- BE PATIENT - USING NEW TECHNOLOGY COMES WITH A LEARNING CURVE.
- BE PRESENT - TEXT, CALL, EMAIL AND SHARE SCREENS EVEN MORE TO REASSURE CLIENTS THAT YOU ARE THERE FOR THEM.



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