



Arbitron/Joint Communications

# What Women Want:

## Factors Driving Tune-In and Tune-Out

A Summary Taken from *What Women Want:  
Five Secrets to Better Ratings*

For the full study, *What Women Want: Five  
Secrets to Better Ratings*, go to:

[http://www.arbitron.com/radio\\_stations/studies1.htm](http://www.arbitron.com/radio_stations/studies1.htm)

Welcome to the Arbitron/Joint Communications summary of American women radio listeners. This “tune-in/tune-out factoring” summary is taken from a groundbreaking study based on interviews with Arbitron diarykeepers that asked the timeless question “What do women want?”

This report focuses specifically on 18- to 54-year-old female diarykeepers who listen to radio.

## **The Study**

In July 2001, Joint Communications conducted telephone interviews with 1,060 female Arbitron diarykeepers aged 18-54 to find out what they want from radio. Diarykeepers of all Arbitron-identified formats were included. These women were asked questions about lifestyle, loves/hates about radio, reasons for tuning in or out, and specific radio behaviors and needs. This special report focuses on tune-in/tune-out factors of female listeners only.

## **Driving Forces and Factors**

There are many different ways to “group” women who listen to radio.

They are most commonly grouped according to their age (18-24, 25-34, etc.), by the formats they prefer the most (CHR fans, Oldies fans, etc.) and by the places they listen (at work, in the car, etc.).

These groupings are the traditional way in which radio listening is “measured.” However, this measurement alone doesn’t give us real insight into the “motivators” that “group” radio listeners.

For over half a century, Madison Avenue has used a mathematical tool known as “factor analysis” to develop a deeper understanding about consumers.

In mathematical terms, “factors” are correlated variables that help identify the driving forces (factors) that motivate listeners.

In this study, these factors link reasons for tuning in to radio and tuning out of radio to issues of personal importance.

## **Understanding Factors**

Factors are like a CAT scan of your listeners. They are a way of looking deeper to see connections that aren’t obvious on first analysis.

For example, contests are highly polarizing among women 18-54 who listen to the radio. Some really like them, some really hate them and many are ambivalent. However, when you apply factor analysis to the entire audience of female radio listeners who fill in Arbitron diaries, an amazing piece of insight emerges—one group of women (approximately 11% of all radio listeners) really drives contesting, and those women share certain expectations from radio.

This special report drawn from *What Women Want: Five Secrets to Better Ratings* focuses on “factors” as another way to understand what women want from radio.

## Tune-In Segments

There are nine factor groups driving tune-in. Each of these nine groups is looking for music when they first turn on the radio, yet each of them is attracted to a specific aspect of radio programming.

Remember this about factor groups—they are another look at your audience. They are not the only look.

To put this in perspective, a major reason that every factor group tunes in to radio is “to hear lots of music they like.” Even if that’s not specifically identified in the description of the following groups, it’s a major reason they tune in.

And the #1 reason they tune out is “too many commercials.” With that in mind, let’s take a look at nine factor groups that drive radio tuning among women.

1. **Mood Seekers.** This group is looking for radio to change their mood. They “strongly agree” that “I listen to radio to relax” (91%) and “radio keeps me company” (91%). They really want to feel good (90%), reduce stress (86%) and escape day-to-day life.

Interestingly, they are very responsive to radio advertising and have the highest percentage (along with “Loners”) who “strongly agree” that “radio advertising is important to help me make decisions about what to buy.”

Their top four formats are Adult Contemporary, Oldies, Contemporary Hit Radio and Religious.

2. **Infoholics.** Even though this group loves music, the top two items they’re seeking from radio are information-oriented. They “strongly agree” that, “they want news and news headlines” (96%) as well as “information that keeps me up-to-date” (92%). But then, they want music.

Even though they want radio to keep them informed, they are very high in demanding radio that they can listen to with their kids.

Their favorite formats are News/Talk, followed by Adult Contemporary and Contemporary Hit Radio.

3. **Laughs and Gamers.** When this group tunes in to radio, they’re looking to laugh and to play contests. They spend the most time with radio of any other factor group (four hours a day).

Although music is their #1 tune-in item, “funny DJs” is a very strong #2 (88% “strongly agree”). They want DJs to make them laugh (78% “strongly agree”).

This is an active group of women who are twice as likely as any other factor group to be members of a frequent-listener club and to respond when targeted by direct mail. Over half (55%) “strongly agree” that “radio contests are fun to listen to even if I don’t play them.” This group drives contesting.

However, even though they like to laugh and play contests, they are very vocal that they want radio to broadcast things that are okay to listen to with the kids (75% “strongly agree”).

Their top formats are Adult Contemporary, Country, Contemporary Hit Radio and Black Urban Contemporary.

- 4. Worried, Poor & Angry.** The name says it all. They worry about everything from their health to their kids and money. Sixty-nine percent “strongly agree” that they never have enough money. And an amazing 92% “strongly agree” that “they worry a lot about their children’s safety.”

They spend the most time with TV (3.4 hours a day) of any factor group. And when they do listen to radio, music is the #1 reason for tuning in. But they don’t really have expectations about what they can get from radio. They just want it to make them feel good and to relax them while keeping them informed.

They are overwhelmed by time pressure—80% “strongly agree” that they don’t have enough time for themselves.

Direct mail is reaching this group. A much higher percentage of this group than others mentioned that they have been targeted by direct mail.

Their top format by a significant margin is Adult Contemporary, followed by Contemporary Hit Radio and Album-Oriented Rock.

- 5. Just Music Fans.** This factor group just wants music—lots of music they like. They don’t want talk. They don’t want contests. They don’t even think contests are fun to listen to even if they don’t play them.

The “Just Music Fans” are one of the three factor groups (including “Worried, Poor & Angry” and “Laughers & Gamers”) who have been most effectively targeted by direct marketing. However, they do not respond well when targeted.

Their favorite format is Adult Contemporary, closely followed by Contemporary Hit Radio. Favorite format #3, Country, is farther behind.

- 6. Optimists.** This outgoing, versatile group sees everything in a positive light. They think they can be what they want to be and that hard work results in success. They’re under low stress, finding it very easy to wind down.

Even though music is the most important reason they listen to the radio, they want to be kept up-to-date with what’s going on.

This group is very pro-woman. Seventy percent of them “strongly agree” that they will tune out the radio for having “an anti-woman attitude,” the highest percentage of any group.

These optimists love Adult Contemporary radio, with Contemporary Hit Radio and News/Talk as their second and third choices.

- 7. Sports Fans.** This factor group is really driven by sports and sports information. Almost all interest in sports among women in the total survey is concentrated in this one factor group.

Just to keep it in perspective, they love music, too, citing it as the #1 reason they tune in to radio.

Their top two favorite formats are Adult Contemporary and Contemporary Hit Radio, with Country, Black Urban Contemporary and Album-Oriented Rock farther behind.

- 8. Loners.** This factor group is most likely to “strongly agree” that they spend a lot of time by themselves. They seem to be somewhat antisocial.

Even though music is very important to them, they spend less time with radio than any other factor group (2.7 hours a day). And they have a disproportionately high interest in business and financial news (second only to “Infoholics”).

They are much more likely than any other group to think of themselves as conservative and have the highest demand for radio that “should broadcast information that is helpful in raising my children.”

They seem to have a conflicted opinion about disc jockeys. On one hand, 63% “strongly agree” that they want DJs and hosts to give them inside information on what’s going on, but they are just as likely (63%) to say that “DJs talk too much.” Making loners happy means keeping it short and focused.

From an advertising standpoint, they’re attractive, tied with “Mood Seekers” at #1 in agreement with the statement, “Radio advertising is important to help me make decisions about what to buy.”

Not surprisingly, these solitary women lead the pack in “strongly agreeing” (30%) with the statement, “I like it when people from a radio station visit my workplace,” compared to 15% of the full sample.

Their favorite format by far is Album-Oriented Rock, followed by News/Talk and Adult Contemporary.

- 9. Risqué Fans.** This group has an interest in rude, edgy humor. And even though they like radio with a bit of an edge, music is still the #1 draw with this group. Interestingly, even though they like risqué and edgy radio, it doesn’t mean they like rude announcers. Fifty-seven percent of them “strongly agree” they tune out when they hear rude announcers. Among other factor groups, a far larger number “strongly agree” that they tune out rude announcers.

Risqué fans are more interested in laughing than in the rudeness or the risqué humor. In other words, if it isn’t funny, don’t be rude.

They are the youngest (average age 32) of any factor group and have the highest percentage of users of the Internet (75% have logged on during the past week). More of them listen to the radio at work than any other factor group, and a significant majority (64%) “strongly agree” that they are liberal.

However, keep this in perspective—only 41% of them “strongly agree” that “they like it when DJs use rude or risqué humor.”

Their favorite format is Adult Contemporary, followed very closely by News/Talk, with Alternative as strong #3.

## Summary

By looking at factor groups, programmers and marketers can get a better understanding of the elements that divide and bind together women who listen to the radio.

In a nutshell, there are nine types of women who tune in to radio. They are...

1. **Mood Seekers.** They use radio to change their mood, especially to make them feel good and relax.
2. **Infoholics.** Radio keeps them informed.
3. **Laughers & Gamers.** They want to laugh, play contests and engage in having fun.
4. **Worried, Poor & Angry.** Radio is an escape, a way of turning off and finding comfort in music.
5. **Just Music Fans.** Radio is a jukebox. They want to hear lots of music they like and nothing else.
6. **Optimists.** They love to hear their favorite songs and to keep up-to-date. They're looking for radio that reinforces their positive attitude towards the world.
7. **Sports Fans.** Mostly, they're listening to music they like, including up-to-date songs. However, they really enjoy sports information and play-by-play broadcasts. The only other factor group of women who enjoy sports in any way is "Infoholics."
8. **Loners.** Although women in this group spend a lot of time by themselves, they really respond well when radio reaches out to them and visits their workplace. Although they don't spend as much time with radio as other factor groups, when they do listen, it makes a big impact.
9. **Risqué Fans.** This young, liberal, Internet-savvy crowd likes radio with an edge. Although they enjoy laughing, they aren't too big on contests, and although they don't want radio to get too rude, they are the least likely to tune out because of rude announcers or inappropriate content.

## Tune-Out Factors

Three “factors” tune out (turn off the radio or change stations).

Overall, most women turn off the radio because they hear too many commercials or they hear rude announcers with something inappropriate for their kids to listen to. However, when “tune-out” behavior is subjected to factor analysis, three distinct types of “tune-outs” emerge.

- 1. Wrong Song & Ad Haters.** This group is hypersensitive to hearing the wrong song or advertising that is annoying. They push the button or turn the radio off very quickly when they hear songs they don’t like or hear any advertising that is annoying (this includes too many commercials as well as specific commercials that irritate them).
- 2. Insensitive Content Dislikers.** The name says it all. They don’t like rude disc jockeys. They don’t like radio that’s hard to listen to with their kids, and they don’t like hosts they don’t agree with. These elements get a hair-trigger negative response.

Watch out if you are “rude” during the workday. This group is twice as likely to be listening to the radio at work than either of the other tune-out factors.

- 3. No Time to Listen.** Although the group likes radio, they tune out when they have no time left to listen. They’re just too busy. They’d like to listen more but they have something else to do.

They’re especially negative on contests (they don’t tune in because of them, they tune out when they come on) because they’re so short on time that they’d rather have more music than a contest.

This group is most likely to think you’ve lost your mind if you run a promo that says something like, “Now we play more of your favorite songs so you can listen longer.” They couldn’t listen longer if they wanted to.

## About Arbitron

Arbitron Inc. (NYSE: ARB) is an international media and marketing research firm serving radio broadcasters, cable companies, advertisers, advertising agencies and outdoor advertising companies in the United States, Mexico and Europe. Arbitron's core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data. Arbitron Webcast Services measures the audiences of audio and video content on the Internet, commonly known as webcasts. The Company is developing the Portable People Meter, a new technology for radio, TV and cable ratings.

Arbitron's marketing and business units are supported by a world-renowned research and technology organization located in Columbia, Maryland. Arbitron has approximately 750 full-time employees; its executive offices are located in New York City.

Through its Scarborough Research joint venture with VNU Media Measurement & Information, Arbitron also provides media and marketing research services to the broadcast television, magazine, newspaper and online industries.

## About Joint Communications

Joint Communications Corp. is considered a global leader in media strategy, marketing and consumer trends. For 25 years, it has helped a distinguished roster of clients to achieve remarkable success. They have included VH1, *Rolling Stone* Magazine, MTV, Wendy's, S.C. Johnson, Molson, CBS, NBC, ABC, Bryan Adams, major record companies and hundreds of radio stations in the United States, Canada, Australia, Europe and South America.

Joint Communications specializes in identifying, capturing and keeping audiences. They do it through sophisticated market research, formatting, marketing and promotion.

CEO John Parikh co-created a successful show for NBC television as well as creating national radio hits for *Rolling Stone* and NBC Radio. Most recently, he put his talents to work in helping to engineer the rebirth and extraordinary success of VH1.

Parikh is author of *The Baby Boom: Making Sense of Our Generation at 40*, based on the most extensive study ever done of boomers as they turned 40. He earned his master's degree with media guru Marshall McLuhan and studied for a Ph.D. in language and perception.

Parikh has been interviewed extensively on radio, television and in magazines for his opinions on what people want and why they want it. He shares his insights in his popular *Radio & Records* column, "The Competitive Edge."

Widely recognized as a futurist who helps his clients become even more successful, Parikh says, "There is a New Entertainment Economy emerging. It's all about control, connection and convenience—a daring tug of war between consumers and creators, between the distributors and the dissatisfied."

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