



AN UNCOMMON SENSE  
OF THE CONSUMER™

# JUST FOR PROGRAMMERS

February 12, 2014

## Let's Go To Work on At-Work

For many years Arbitron (don't panic, we used the name on purpose) published Radio Today, an annual 30,000 foot view of the radio landscape that chronicled national listening patterns and provided insights about how consumers were using our medium.

Now we're excited to tell you that Nielsen is continuing that tradition with our new report, the State of the Media: Audio Today 2014. Subtitled 'How America Listens,' this new release will include profiles of the audio landscape as we hear it today; available across multiple platforms, wherever the consumer wants to listen, in real time; reaching a highly qualified audience outside of the home during the work day; and through formats that offer a diverse lineup of music, sports and talk programming every day in more than 250 markets.

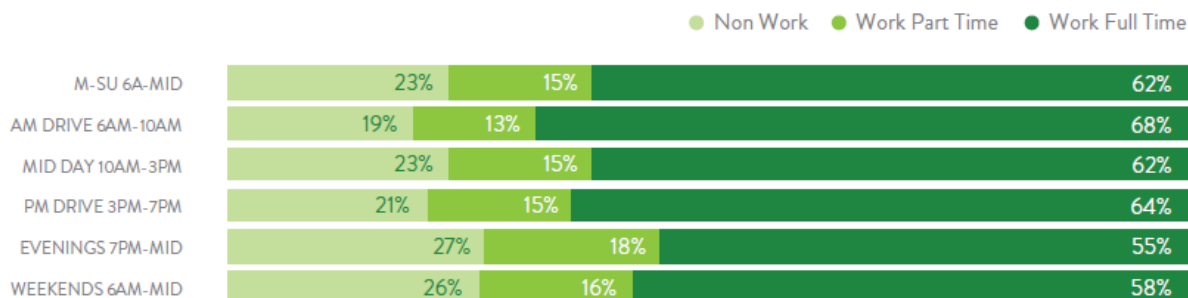
There is a lot of great information inside and we highly recommend you take the time to download it and share with your programming staff and sales team. But today we want to focus on one particular finding: the importance of capturing at-work listening.

While morning drive continues to be an incredibly important daypart that can help your station capture the first of hopefully many listening occasions during the day, there is mounting evidence of the importance of focusing on enticing people to listen while they work.

It starts with the fact that, regardless of the time of day, the majority of radio listeners are employed full-time:

### WORKING STATUS BY DAYPART

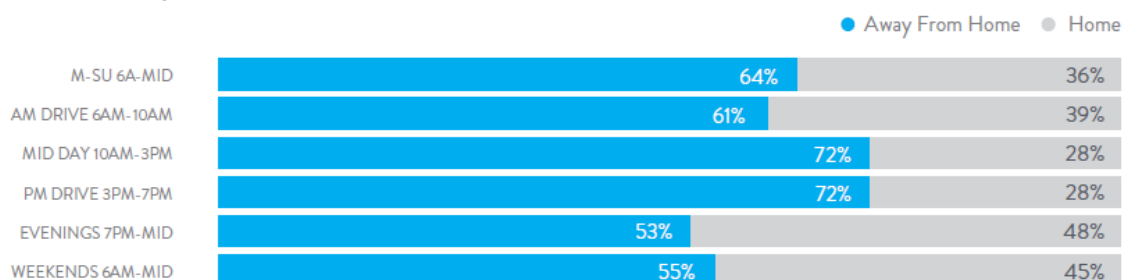
#### LISTENERS 18-64 AQH COMPOSITION



Then add in the fact that the majority of radio listening, especially between 10am and 7pm takes place away from home and you start to see how important it is to reach people while they work.

### LISTENING LOCATION BY DAYPART

LISTENERS 12+ AQH COMPOSITION



If that's not enough to convince you that an at-work strategy is important consider this next statistic: across nearly every demographic, midday is now the highest rated daypart:

### TOP-RATED DAYPARTS

ALL DAYPARTS MON-FRI EXCEPT WHERE NOTED AQH RATING

DAYPART	P12+	P18-34	P25-54	P55+
AM DRIVE (6AM-10AM)	12.0	10.0	13.5	12.9
MID DAY (10AM-3PM)	12.6	11.1	14.0	14.2
PM DRIVE (3PM-7PM)	11.6	11.2	13.2	10.8
EVENINGS (7PM-MID)	4.3	4.8	4.5	3.6
WEEKENDS (6AM-MID)	7.2	6.7	7.4	7.5

Now, this hardly means that it's time to start launching morning-style shows in middays. But it should grab your attention and push you to learn more about how your audience uses your station during the work day and what you can do to enhance that experience and drive more occasions of listening. The audience is there. Understanding their work day experience and determining how to be a part of it could really be a difference maker for your station's ratings.

