



Helping a radio station conduct a full

content & programming review

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Key Learnings

**Understand
listener habits &
behaviours**

Recommendation 1
Recommendation 2
Recommendation 3

**Review talent /
shows**

Recommendation 1
Recommendation 2
Recommendation 3

**Gain
overarching
feedback**

Recommendation 1
Recommendation 2
Recommendation 3

Background & Research Objectives

Our client, a radio station, wanted to conduct a full review of their weekly programming to help refine their schedule in future.

To shape the future of the radio station, our client commissioned a mixed methodology of a quant survey, asynchronous qual discussions and video depth interviews to address the following research objectives.



Understand listener habits and behaviours

How do listeners listen to the radio throughout the week?

What triggers them to listen?

What barriers prevent them from listening more?



Review talent / shows

What do listeners think of individual show (inc. features and formats)?

What do they think of individual presenters?

How might they like to see things changed?



Gain overarching feedback

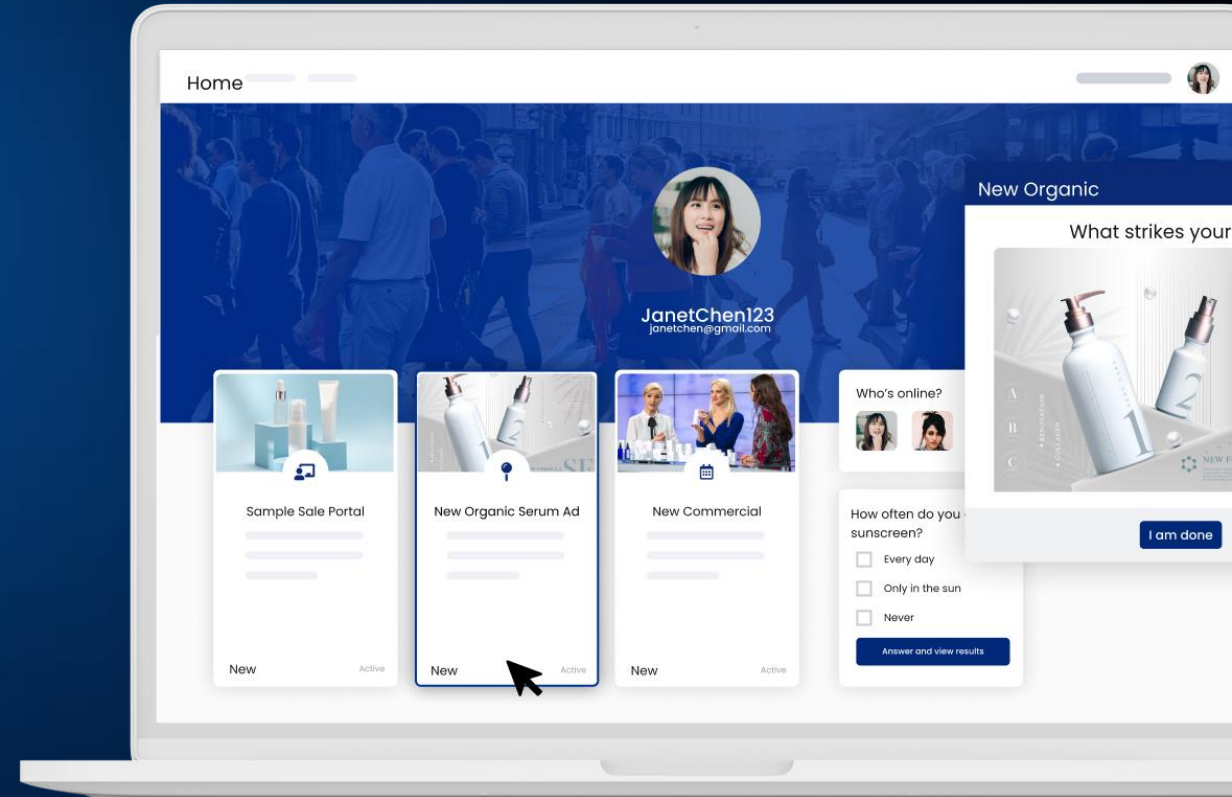
How do listeners feel about the station's tone?

How do they feel about show pacing?

What topics do they like to see covered in conversation?

Methodology

- Mixed methodology inc.
- Online quant with ~500 station listeners recruited via Toluna panel
- 4 days of moderated “**open boards**” with listeners for participants to answer at any time
- 32 participants completed the boards. Diary-style tasks followed listeners’ habits over the week’s schedule, gaining insight on both the client’s station and competitors. Respondents also shared video/photos of their listening set-ups.
- 10 x 45 minute video depth interviews with key participants from the boards, drilling into listening habits and gaining vox pops to bring reporting to life.



A few key quant stats to set the scene

Awareness / Listenership

NET aware: 19%

7% Ever listened

12% Aware

81% Unaware

Listener profile:

London (30%) 25-34s (54%)
Men (63%) ABC1 (68%)

How do they listen?

**5 hours a week
average**

DAB (59%)

Is it different due to Covid-19?

Less (38%)

Less on-the-go "transitional" moments

More (29%)

Company when working from home

When do they listen at home?

Relaxing (48%)

Unwinding
Alternative to TV

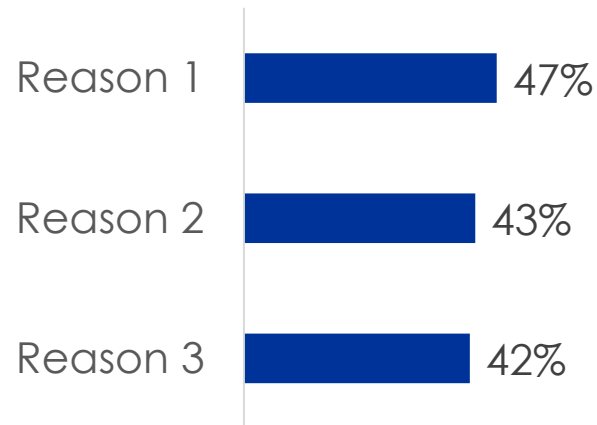
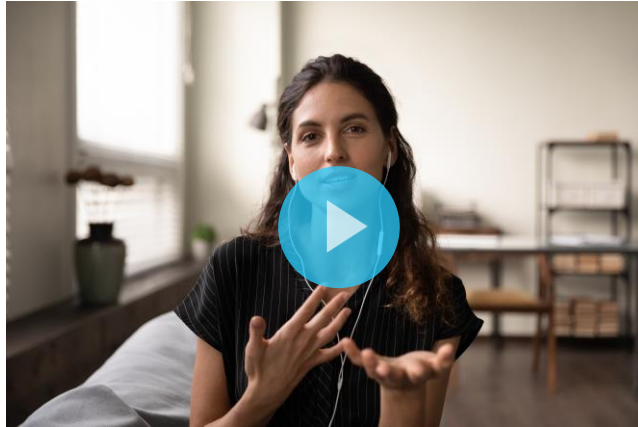
Cooking, Eating (35%)

Company in
"transition" moments

Working (30%)

Morning update
Afternoon company

Why do they listen to the client's station?



Client's Station

- Feedback Point 1
- Feedback Point 2
- Feedback Point 3
- Feedback Point 4
- Feedback Point 5

“Quote about the client's station.”
Casual Listener

Why do they listen over competitor stations?



Competitor 1

Reason 1
Reason 2
Reason 3
Reason 4
Reason 5



Competitor 2

Reason 1
Reason 2
Reason 3
Reason 4
Reason 5



Competitor 3

Reason 1
Reason 2
Reason 3
Reason 4
Reason 5

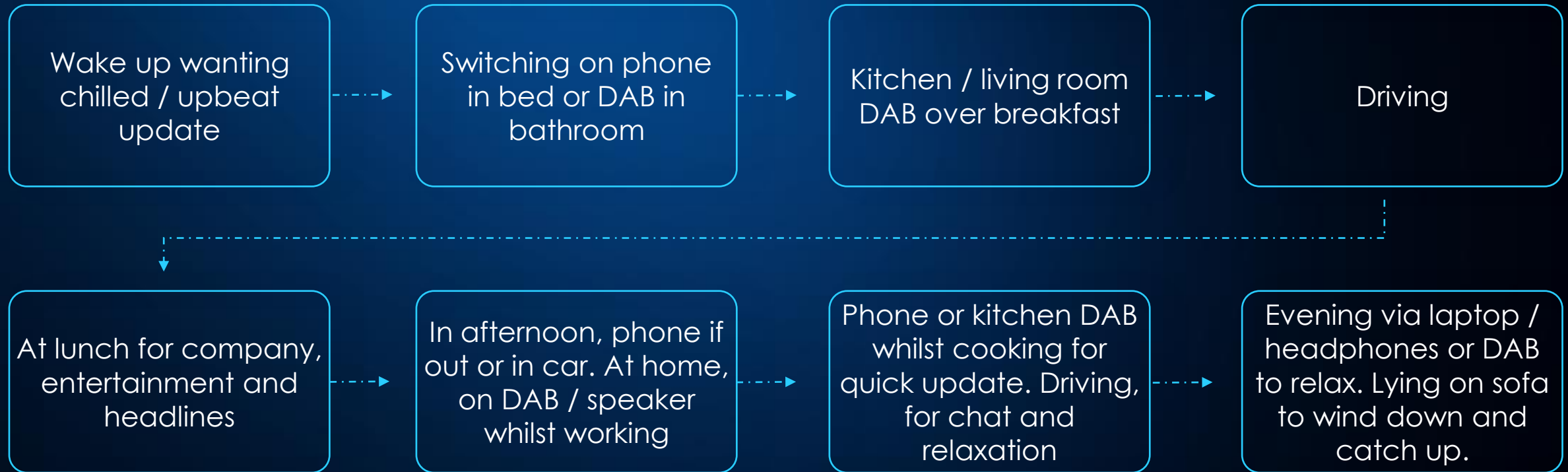


Competitor 4

Reason 1
Reason 2
Reason 3
Reason 4
Reason 5

A typical listening day

On weekdays, listeners tune in for an upbeat update in the morning, then listen in the background throughout the day, before unwinding a little later.



“Quote about listening habits.” Sporadic Listener

Feedback on programme 1

A quick overview of the strengths and weaknesses of the programme.

“Quote about programme 1.” Regular Listener

Positive feedback

- Positive feedback 1
- Positive feedback 2
- Positive feedback 3
- Positive feedback 4
- Positive feedback 5



Negative feedback

- Negative feedback 1
- Negative feedback 2
- Negative feedback 3
- Negative feedback 4
- Negative feedback 5

Top Recommendation

#1 recommendation for the future of the programme

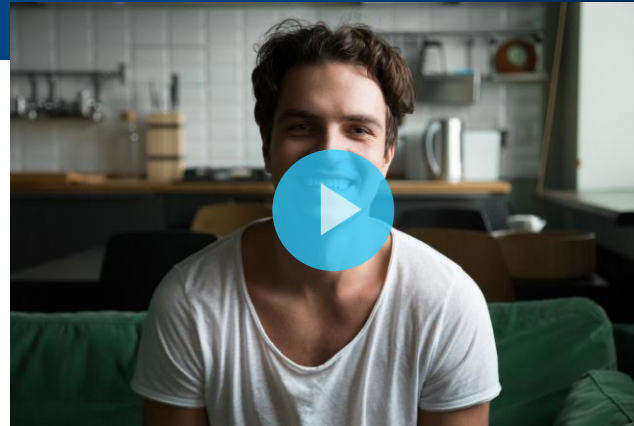
Feedback on programme 2

A quick overview of the strengths and weaknesses of the programme.

“Quote about programme 2.” Regular Listener

Positive feedback

- Positive feedback 1
- Positive feedback 2
- Positive feedback 3
- Positive feedback 4
- Positive feedback 5



Negative feedback

- Negative feedback 1
- Negative feedback 2
- Negative feedback 3
- Negative feedback 4
- Negative feedback 5

Top Recommendation

#1 recommendation for the future of the programme

Tone

A summary of feedback on the tone of the radio station overall.

27%

Tone as a **Driver**

vs.

17%

Tone as a **Barrier**

"Quote on tone."
Sporadic Listener

"Quote on tone."
Regular Listener

The xyz tone of the station...



...creates an environment of xyz...



...leading listeners to achieve their goal of being xyz

Pace and length of shows

A summary of feedback on the pace and length of shows on the radio station overall.



Observations

Tuning in mid-way is disorienting
Shows **feel** long
If a new topic that's "not for me"
starts and is long I'll switch off
Lack of signposting
Lack of signposting



Recommendations

Break up into shorter sections
Naming sections within shows
Better "audio signposting"
Visual signposting
(e.g. on app / website)
Using two presenters for longer slots

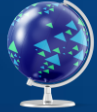
Feedback on conversation topics

A summary of feedback on the conversation topics covered in shows on the station.



Money

- Example 1
- Example 2



International News

- Example 1
- Example 2



Science and Tech

- Example 1
- Example 2



Arts & Entertainment

- Example 1
- Example 2



Travel

- Example 1
- Example 2



Sport

- Example 1
- Example 2

Most suggested

Less suggested



Returning to Research Objectives

How do listeners listen to the radio throughout the week?

Feedback and recommendations

Feedback and recommendations

What triggers them to listen?

Feedback and recommendations

Feedback and recommendations

What barriers prevent them from listening more?

Feedback and recommendations

Feedback and recommendations

What do listeners think of individual show (inc. features and formats)?

Feedback and recommendations

Feedback and recommendations

What do they think of individual presenters?

Feedback and recommendations

Feedback and recommendations

How might they like to see things changed?

Feedback and recommendations

Feedback and recommendations

How do listeners feel about the station's tone?

Feedback and recommendations

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How do they feel about show pacing?

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What topics do they like to see covered in conversation?

Feedback and recommendations

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